GameDevelopers Conference

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2007
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GDC 2007 Program Guide

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WELCOME

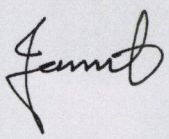
GameDevelopers Conference 07

WELCOME

As GDC officially turns 21, we find the industry has grown up too. The training wheels that got us up and running made sure we did one thing very well. For example, 2006 showed that the creative and financial excellence of AAA games is at an all-time high, with titles such as Gears of War, Final Fantasy XII, and The Legend of Zelda: Twilight Princess, all of which have featured postmortems at GDC 2007.

Yet those training wheels are now gone, and there are many more opportunities available to enterprising developers. We have examples of blending game development methods, budgets, and audiences. We see that there are casual games on consoles, independent games get discovered at the Independent Games Festival and then published, and that innovative cross-platform experiences are forming between all the previously discrete silos of game creation. The blue ocean of new gamers who don't call themselves gamers are lining up to get hands on with friendlier input devices, and broadband participatory culture is fundamentally altering the way we all play. To complement this, we are featuring far more visionary and interdisciplinary content – both in terms of development methodology and market sector – and have created a much larger home for indie development with the debut of our Independent Games Summit.

Perhaps the most tantalizing feature of this year's GDC is the degree of technical detail and business options on the table from all the avenues in front of you. Today, the connection between the merit of your idea and the success of its implementation is far more direct and rational than it ever was before, which is why we invite you to absorb the schedule, circle your must-attend sessions, visit key vendors' booths, and take control. It's all up to you!



Jamil Moledina
EXECUTIVE DIRECTOR, GDC

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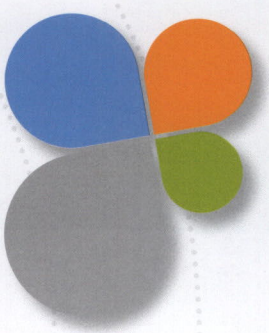

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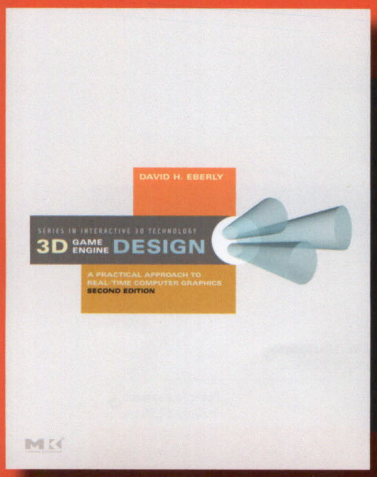
Check out these exciting books from Morgan Kaufmann & Focal Press!

Complete the survey at GDC Booth 332 for a chance to win all four books!*

From Morgan Kaufmann:



3D Game Engine Design: A Practical Approach to Real-Time Computer Graphics, Second Edition

By David H. Eberly

List Price: $69.95
Special GDC Price: $55.96
Plus local tax.
November 2006
ISBN: 978-0-12-229063-3

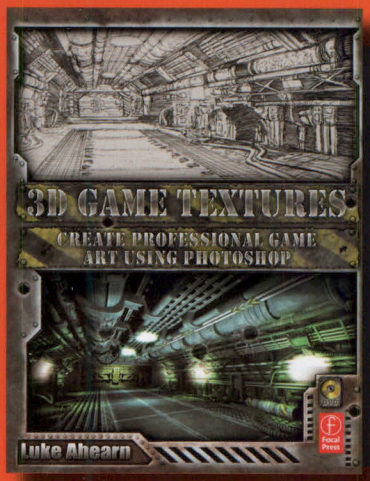
Better Game Characters by Design: A Psychological Approach

By Katherine Isbister

***2006 FRONT LINE AWARD FOR BOOKS FINALIST**

List Price: $49.95
Special GDC Price: $39.96
Plus local tax.
June 2006
ISBN: 978-1-55860-921-1

From Focal Press:

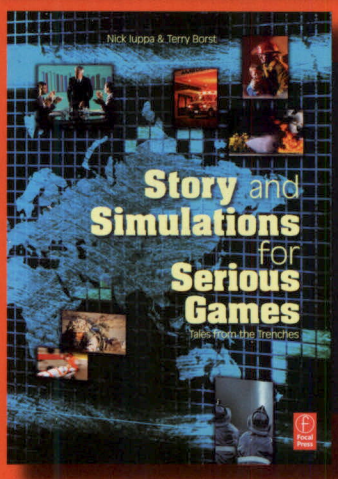


3D Game Textures: Create Professional Game Art Using Photoshop

By Luke Ahearn

***2006 FRONT LINE AWARD FOR BOOKS FINALIST**

List Price: $49.95
Special GDC Price: $39.96
Plus local tax.
February 2006
ISBN 978-0-240-80768-3



Story and Simulations for Serious Games: Tales from the Trenches

By Nicholas Iuppa and Terry Borst

List Price: $35.95
Special GDC Price: $28.76
Plus local tax.
November 2006
ISBN: 978-0-240-80788-1

Buy one book and get 20% off, plus free shipping. Buy two or more books, and get 30% off!

Discounts available at GDC Booth 332 March 7-March 9 and online March 5-April 9.

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20% off: Use offer code 88555 • 30% off: Use offer code 88556

*One winner will be drawn on Friday, March 9 at 12pm at booth 332. The winner's name will be posted in our booth by 12:30pm and contacted by phone and/or email if the books are not retrieved by the close of the show at 3pm.

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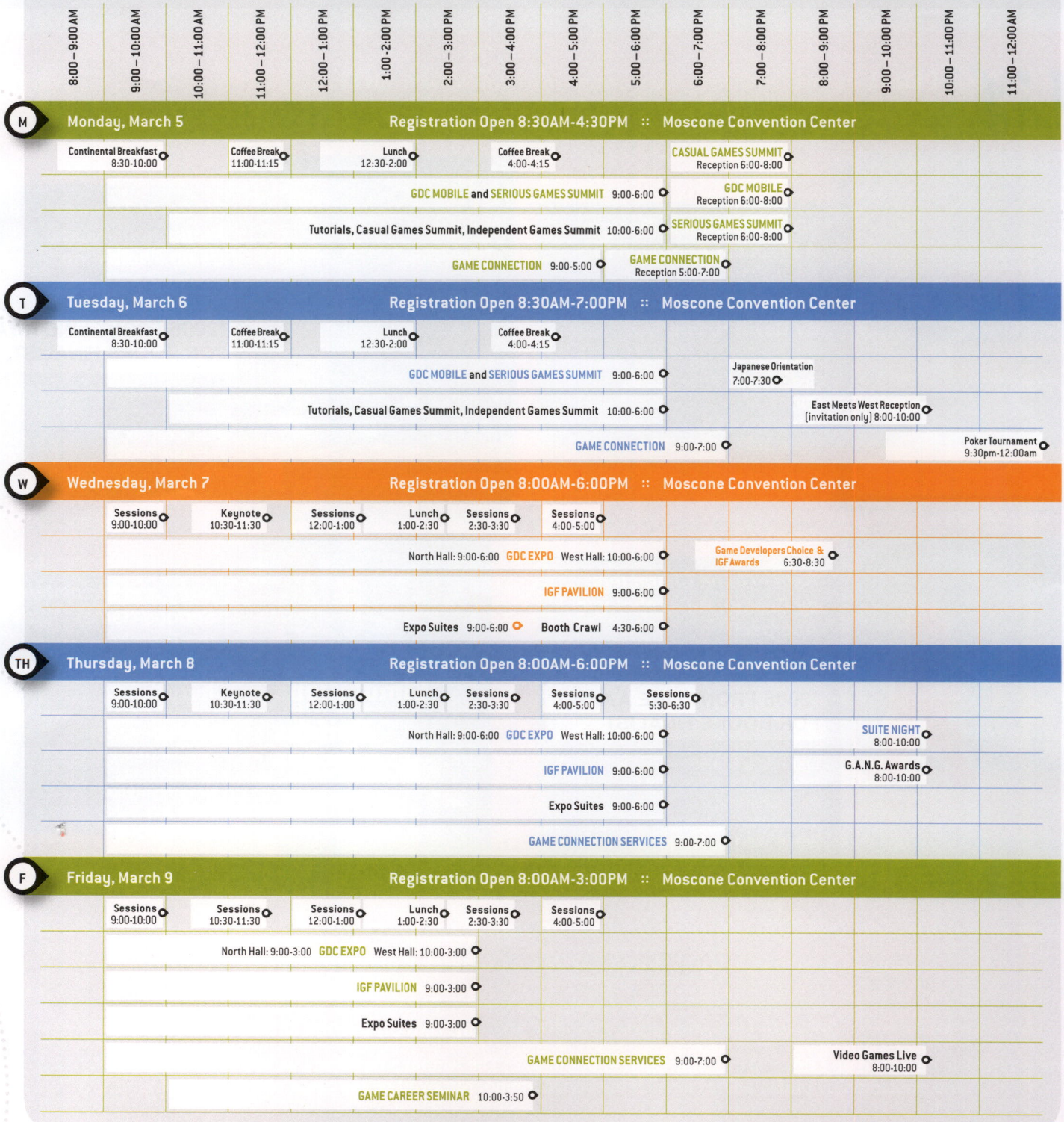
CONFERENCE AT A GLANCE

GDC 2007 CONFERENCE AT A GLANCE SCHEDULE :: MARCH 5-9, 2007



ATTENDEE SERVICES

Expo Hours

Expo Floor, West Hall

Wednesday, March 7
10am–6pm

Thursday, March 8
10am–6pm

Friday, March 9
10am–3pm

Expo Floor & ExpoSuites, North Hall

Wednesday, March 7
9am–6pm

Thursday, March 8
9am–6pm

Friday, March 9
9am–3pm

GDC Information Booth

Street Level, West & North Halls

If you need help or have a question, please go to the GDC Information Booth located on the street level across from registration. The Information Booth is open during event hours.

Lunch

Lunch is for conference and tutorial attendees only
3rd Floor, West Hall & Lower Level, North Hall

Monday & Tuesday
12:30–2pm

Wednesday–Friday
1–2:30pm

GD Connect

Through this innovative and effective GD Connect solution, you can quickly identify other conference attendees with whom you would like to communicate and schedule meetings at GDC 2007. The easy-to-use matching, searching and visualization tool allows you to quickly identify other conference attendees with whom you would like to exchange knowledge, develop a business partnership or share best practices.
gdconnect.intronetworks.com/Intro.aspx

Conference Associates

The GDC is blessed to have the most knowledgeable corps of volunteers in the industry. Whether you're looking for a class, a shuttle bus, or a party, you'll inevitably need help with something. That's when you'll find one of our Conference Associates (CAs) nearby, ready to dispense as much information as you can handle. Look for them in their special t-shirts wherever GDC events are taking place.

SESSION INFORMATION

Facilities

All GDC sessions take place in the West and North Halls. Conference sessions are open only to paid conference attendees, unless otherwise noted.

Session Types

Open to conference attendees only:

Lectures

Involve one or more speakers and a speech.

Panels

Involve multiple speakers with audience participation highly encouraged.

Roundtables

Open discussions on a tightly focused topic. Attendance is limited so arrive early if you want a seat. Most roundtables are offered more than once, so check your schedule for repeat times.

Tutorials

Day-long intensives offered on Monday & Tuesday. Pre-registration is required for tutorials.

Keynotes

Highlighted sessions are for conference attendees only.

Sponsored Sessions

Classes sponsored by exhibiting companies to better deliver their messages to attendees. Look for announcements of new products and technologies.

Group Gathering

A chance for like-minded developers to get together for open discussion and networking. Please stop by the IGDA booth for location information. The IGDA booth is located on the Street Level of the North Hall.

SESSIONS OPEN TO ALL ATTENDEES:

Making Games for the Other 90%
Dave Amor, Relentless Software
Wednesday 4-5pm • Room 2009, West Hall
See page 75

After the Party: Introversion Software One Year on from IGF 2006
Tom Arundel & Mark Morris, Introversion Software
Thursday 12-1pm • Room 3016, West Hall
See page 85

Pirates vs. Cowboys vs... Ninjas? MetaSOY and Player-Created Content
Michael Bayne & Daniel James,
Three Rings
Thursday 5:30-6:30pm • Room 3000, West Hall
See page 77

Dragged Kicking and Screaming: Source Multicore
Tom Leonard, Valve Software
Friday 10:30-11:30am • Room 3010, West Hall
See page 92

Chaos vs Control: Creating Gameplay From Crowd Behavior in Assassin's Creed
Matt Mazerolle & Jade Raymond, Ubisoft
Friday 4-5pm • Room 3001, West Hall
See page 72

SPEAKER SERVICES

Speaker Ready Room

Overlook 6, 3rd Floor, West Hall
Room 130, North Hall

All speakers may use this room to prepare for their conference sessions. This room is equipped with a computer and printer.

PRESS SERVICES

Press Room

Room 3024, West Hall

Monday, March 5
8am–4pm

Tuesday, March 6
9am–4pm

Wednesday, March 7
7:30am–5pm

Thursday, March 8
8:30am–6:30pm

Friday, March 9
8:30am–3:30pm

TRANSPORTATION

Shuttle Buses

Monday, Tuesday & Thursday 7:30am-7pm

Wednesday 7:30am-10pm

Friday 8am-7pm

For your convenience, free shuttle buses will circulate between the West Hall and the following GDC Hotels:

- Grand Hyatt (Curbside on Stockton St.)
- Renaissance Parc 55 (Curbside on Cyril Magnin St.)
- Westin St. Francis (Post Street Entrance)

Shuttle buses will run at approximately 30-minute intervals (15-minute intervals during peak hours), Monday through Friday.

GETTING AROUND

Taxis

DeSoto Cab Co.
(415) 970-1300

Luxor Cab
(415) 282-4141

Veteran's Cab
(415) 552-1300

Yellow Cab
(415) 626-2345

Public Transportation

The Moscone Convention Center is accessible from points throughout the Bay Area via public transportation. For more information, please call 511 or visit 511.org

OTHER SERVICES

GDC Store

2nd Floor, West Hall

BreakPoint Books is the official bookstore vendor, and JiBE Promotional Marketing is the official vendor of gift items in the GDC Store, located on the second floor of the West Hall. The bookstore offers a broad selection of books and supporting material from GDC speakers and more. T-shirts and goodies are to be found here as well. Take a break from your sessions and browse the unique offerings.

Conference-At-A-Glance

2nd & 3rd Floors, West Hall & Lower Level, North Hall

To keep track of everything that's going on, be sure to check the Conference-At-A-Glance Schedule. This schedule will contain the most current information available.

Coffee Breaks

Coffee and other refreshments are available during regular breaks in the morning and afternoon for paid conference attendees. There will be coffee, drinks, and food for sale during show hours, Monday through Friday, in both the North and West Halls.

First Aid

First Aid is located in the:

- North Hall: east of the entrance to Hall D on the Lower Level, across from Room 124.
- West Hall: inside the doors to the West Hall next to Howard Street.
- South Hall: near Room 300 on the Esplanade Level.

Lobby Bar

Brought to you by: Microsoft
Street Level, North Hall

Lost & Found

Room 3014, West Hall

Please check the Show Office during conference and exhibit hours for lost and found items. After the show, all unclaimed items will be given to the main West Hall security office.

Audio CD-ROMS & GDCRadio

Stop by the official GDC Audio CD-ROM Desk to order audio recordings of your favorite conference sessions or those special sessions you were unable to attend. Special discounts are available for multiple orders. The Audio CD-ROM Desk will be staffed during conference hours, and is located next to the GDC Store in the West Hall on the second floor. On GDCRadio you can access GDC 2007 lectures or panels. These professionally recorded MP3 files will be available for download after the GDC at $7.95 per session. Learn more at www.gdcradio.net!

Proceedings

GDC 2007 speaker proceedings will be available online. This excludes proceedings for keynotes, panels and roundtables. Visit www.gdconf.com for details!

Minors

Due to safety concerns, no one under the age of 18 (including infants in strollers) will be permitted on the expo floor at any time during the Game Developers Conference.

A Message About Your Badge

Your badge is valuable. A fee equal to the original purchase price of your GDC pass will apply should a duplicate badge be requested for lost, misplaced, or stolen badges.

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Michele Maguire

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GROUP ADMINISTRATOR
Randi Thomson-Story

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CONFERENCE

Meggan Scavio, Senior Conference Manager, Awards Production

Evelyn Donis, Conference Manager, GDC Mobile & Serious Games Summit

Jane Pinckard, Conference Manager, GDC Prime

Stephanie Tang, Conference Specialist, Event Program & IGF

AWARDS

Simon Carless, Chairman, Independent Games Festival, Independent Games Summit

Jason Della Rocca, Executive Director, IGDA, Game Developers Choice Awards

Rudy Geronimo, Community Manager, IGDA, Game Developers Choice Awards

Stephanie Nix, Stage Manager, Our Tribe Productions, Video Production

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MOTOLOUNGE

@ GDC MOBILE & GAME DEVELOPERS CONFERENCE '07

Monday – Tuesday , March 5 - 6, North Hall Rm. 123
Wednesday – Friday , March 7 - 9, West Hall Exhibit Floor

Stop by the ultimate GDC Mobile destination for getting connected – and making connections! Sit down and relax in a comfortable atmosphere, experience Motorola's "must-have" handsets, get free WI-FI access, and learn how MOTODEV can help you extend your reach to billions of mobile subscribers and tap into an unparalleled development opportunity.

GOT GAME?

Be sure to ask us about our MOTODEV Game Developer Challenge! Qualified games have a chance to win exclusive prizes and unprecedented visibility.

To learn more about the competition, visit: developer.motorola.com/gamechallenge

MOTODEV
The Motorola developer network

ONGOING EVENTS

PlayStation Interactive Lounge

Wednesday–Friday • Expo Hours
Career Pavilion, 2nd Floor, West Hall

Sponsored by: SONY COMPUTER ENTERTAINMENT

PS3 demo stations and computers with internet access make the Interactive Lounge the perfect spot to mix business with pleasure.

Career Networking Bar

Wednesday–Friday • Expo Hours
Career Pavilion, 2nd Floor, West Hall

Sponsored by: EA

A new addition to the Career Pavilion, the Career Bar will provide a social networking area where developers can relax with drinks while discussing career opportunities.

Game Connection

Monday & Tuesday • 9am–7pm
Gateway Ballroom, South Hall

Game Connection is the premier event where innovative game developers meet with top publishers in a focused networking format. The event allows developers to show off their talents, and allows publishers to find the right studio to develop their games. Game companies can also discover innovative original content from new development studios at Game Connection.

Game Connection Services

Thursday & Friday • 9am–7pm
Gateway Ballroom, South Hall

Based on the successful Game Connection formula, the inaugural Game Connection Services event provides an opportunity for developers to connect with contract service providers, such as outsourcing agencies, contract designers, and online service providers.

Gangs of GDC

Wednesday & Thursday • Conference Hours
West & North Halls

The mean streets and back alleys of the GDC just got a whole lot uglier. Are you ready to roll with the GANGS OF GDC? In Gamelab's 2007 GDC game, join the battle in a brutal two-day war for control of the conference turf. Five gangs will compete, from the Match Three Boys to the Turn-Based Thugs, but only one will end up as the undisputed lords of the conference. Earn the respect of your fellow thugs and rise through the ranks of your gang, one bare-knuckle brawl at a time. Expand your gang's territory by taking out anyone fool enough to step to you. Gather your posse and roll: it's time to mix it up with the GANGS OF GDC.

GDC T-Shirt

Street Level Lobby, North Hall

Sponsored by: SONY COMPUTER ENTERTAINMENT

The GDC t-shirt is available for all GDC attendees - including all pass types. In order to secure your t-shirt, you must first proceed to the information desks in the West and North Hall lobbies to take the GDC 2007 attendee survey. Once you complete the survey, you will receive a voucher for your GDC t-shirt which can be redeemed at the GDC t-shirt distribution desk in the North Hall lobby at street level.

Thank you for taking the time to share your thoughts about the event.

GDC 2007 Attendee Survey

Information Desk, West & North Hall Lobbies

All GDC attendees – including all pass types, speakers, press, exhibitors, sponsors, and CAs – are invited to take the GDC 2007 attendee survey. You can access the survey at computer stations located at the information desks in the West and North Hall lobbies. To thank you for your time, you will receive a voucher enabling you to secure a GDC t-shirt in your size. Note that the GDC t-shirt distribution desk is located in the North Hall lobby at street level.

Thank you for taking the time to share your thoughts about the event.

i am 8-bit: version 2.007 Preview Exhibit

Monday–Friday • Conference Hours
Street Level, North Hall

GDC is proud to welcome the award-winning i am 8-bit group art exhibition. The theme is simple—over 100 artists put their old-school 80's gaming memories to paint, ink, sculpture, plush, and other bizarre mediums all in the name of pixels! The exhibit will feature a preview of 20 pieces. It's an experiment in interpretation, shining a spotlight on an era when games were dominated by character. i am 8-bit is the voice of a generation that refuses to let the blips and bleeps fade away—and it's a GDC exclusive!

Jillian's—the New Fairmont Bar

Wednesday & Thursday • 5pm–closing
101 Fourth Street @ Mission

Sponsored by: NVIDIA

Located in the Metreon, right around the corner from Moscone Convention Center, Jillian's Bar is the place to meet up with old friends, forge new business relationships, and, of course, relax with a drink in hand...and there are pool tables too!

MOTOLOUNGE @ GDC Mobile & Serious Games Summit

Monday & Tuesday • 9am–6pm
Room 123, North Hall

MOTOLOUNGE

Wednesday–Friday • Expo Hours
Booth 400, GDC Expo Floor, West Hall

Sponsored by: MOTODEV The Motorola developer network

Stop by the ultimate GDC destination for getting connected–and making connections! Sit down and relax in a comfortable atmosphere, get WI-FI, experience Motorola's "must-have" handsets, meet our team of mobile experts and learn about the limitless opportunities to develop for mobile.

Official GDC Wireless Sponsor

MOTODEV The Motorola developer network

Instructions for wireless access include:

1. Search for Go MOTODEV in the View Available Wireless Networks List
2. Connect to it
3. Open browser
4. Splash page will appear on screen

M MONDAY, MARCH 5

Game Connection Reception

5-7pm
Gateway Ballroom, South Hall

Network with the most influential business development professionals and innovative game developers in the industry at the Game Connection Reception. Open to Game Connection attendees only.

Mobile Game Innovation Hunt

5-6pm
Room 134, North Hall

The Mobile Game Innovation Hunt will give 12-15 mobile developers and publishers the opportunity to pitch their most innovative game to a panel of expert judges and the audience in three-minutes! With a beer in hand, vote for your favorite innovative game! This session promises to be loads of fun, you won't want to miss it!

GDC Mobile Reception

6–8pm
Thirsty Bear (661 Howard Street @ 3rd)

Sponsored by: AMD Smarter Choice

Join mobile game developers from around the globe for food, drinks, and business connections directly following day one of the GDC Mobile conference.

SGS GDC Reception

6–8pm
Lower Lobby, North Hall

Sponsored by: BreakAway ltd.

Join serious games professionals from an array of industries for food, drinks, and business connections directly following day one of the SGS GDC conference.

Casual Games Reception

6–8pm
3rd Floor Lobby, West Hall

Sponsored by: Microsoft casual games

Join the movers and shakers driving the growth of casual games at the GDC 2007 Casual Games Reception. Network with attendees, speakers, and sponsors as they discuss the day's content.

T TUESDAY, MARCH 6

East Meets West Reception

8–10pm
Jillian's Bar • *By Invitation Only*

The 4th annual East Meets West Reception brings Asian attendees together with GDC speakers, advisory board members, and industry VIPs to exchange ideas on the latest trends and innovations in the interactive entertainment industry.

Interactive Studio Management Announces the First

Game Developers Conference Charity Poker Tournament

9:30pm
Golden Gate C2-C3, B2 Level, Marriott San Francisco

Sponsored by:

Interactive Studio Management, in association with the Game Developer's Association will be hosting a charity poker tournament on Tuesday, March 6th at 9:30pm. The first 120 players to register for the event will be allowed to play for prizes donated by various industry partners. A minimum suggested entry donation of $100 will be requested from each player, and all proceeds for the event will benefit a national charity organization. No fee will be required for observers.

IGDA Members-Only Party

7pm-12am
Roe Restaurant & Lounge

Sponsored by: aria, bigworld, IBM, MIGS, OGSi, vivox

After three great years at E3, the IGDA is bringing its ever-popular Members Only party to the GDC. Network with fellow IGDA members and enjoy three floors of food, drinks, and fun! This social event is exclusively for IGDA members. Not a member? You can join at the IGDA booth or right at the party!

Japanese Orientation

7–7:30pm
Room 134, North Hall

GDC 2007 offers a dedicated Japanese Orientation session to introduce Japanese attendees to the breadth of content and networking opportunities at the conference.

W WEDNESDAY, MARCH 7

GDC Expo Booth Crawl

4–6pm
GDC Expo Floors, West & North Halls

Sponsored by: SecuredApp

Explore the expo floor and enjoy a drink while you check out information on the latest innovations presented at the GDC Expo. Chat with company experts in a relaxed atmosphere, and get your questions answered as you snack on happy hour goodies and catch up with technology—and friends.

7th Annual Game Developers Choice Awards

6:30pm
Esplanade Room, South Hall

Produced and Hosted by: GameDevelopers Conference

Presented by: igda

Every art form has a forum for recognizing its greatest achievements. Hollywood has the Oscars, music has the Grammys, and we have the Game Developers Choice Awards. Join us in honoring the game creators who have most inspired their peers, and in recognizing games that deserve the attention of the public. All GDC attendees are welcome.

9th Annual Independent Games Festival & Awards Ceremony

6:30pm
Esplanade Room, South Hall

Platinum Sponsor: GAMETAP

Gold Sponsors: Microsoft, SONY Computer Entertainment

IGF Modding Sponsor: PhysX by ageia

IGF Student Showcase Platinum Sponsor: DigiPen Institute of Technology

Premier Media Sponsor: GameSpot

Media Sponsor: Moondance Games

The IGF is the industry's longest-running and most respected independent gaming event. GDC showcases the best independent games of the year at the IGF Pavilion on the North Hall Expo floor, and honors the best of these games at the IGF Awards Ceremony on Wednesday, March 7.

Past winners have gone on to carve out positions of influence as respected innovators in the game industry. All GDC attendees are welcome.

The IGF Pavilion, in Booth 5100 on the North Hall expo floor, will be open during GDC Expo hours.

Experimental Gameplay Sessions

2:30-4:30pm
Room 134, North Hall

The Experimental Gameplay sessions provide a platform for designers to showcase risky new work. In-depth presentations illustrate how each game design is different from what has come before, and explain what the designer hopes to achieve through this experimentation.

TH THURSDAY, MARCH 8

G.A.N.G. Awards

8-10pm
Room 134, North Hall

The Game Audio Network Guild hosts its sixth annual awards show.

G.A.N.G. Town Hall Meeting

1-2:30pm
Room 3006, West Hall

2006 was an amazing year for the Game Audio Network Guild and the entire audio community. The officers and board of directors discuss the organization's accomplishments as well as what is currently in the works. They also take a look ahead and have an open discussion with the audience on how to further improve for the future of the organization. This meeting is open to anyone interested in promoting excellence in interactive audio. Over 1,200 people representing over 25 countries around the world have joined G.A.N.G. since its inception in 2002.

IGDA Annual Meeting

1-2:30pm
Room 131, North Hall

The International Game Developers Association's board of directors and executive management give developers a rundown of the association's progress over the past year, as well as an indication of what's in store for 2007. There is also a Q&A period to get feedback and input from the community, and new board candidates are presented. The IGDA is a non-profit membership organization that advocates globally on issues related to digital game creation. The IGDA's mission is to strengthen the international game development community and effect change to benefit that community.

The Programmer's Challenge Is Back!

7pm
Room 132, North Hall

The Programmer's Challenge is back after a four year hiatus! What brought us back?

A) Time to dust off the Duke Nukem Forever jokes

B) Needed something to do while waiting for at least one other person to buy a Zune so we could share songs

C) Casey Muratori and Jeff Roberts had to get free GDC speaker passes after spending their entire life's savings on a PS3

D) All of the above

No matter what the answer, the Programmer's Challenge is back for one more night of hilarious game industry humor. Come see your favorite programming personalities as they compete in the classic game show that's fun for game developers of all disciplines.

Suite Night

8–10pm
2nd and 3rd Floors, W Hotel

For more details, please see page 12.

F FRIDAY, MARCH 9

IA-SIG Town Hall Meeting

1:15-2:15pm
Room 2007, West Hall

Sound designers, composers, and audio programmers: Find out what the Interactive Audio Special Interest Group is doing for YOU at our 12th annual Town Hall Meeting! We'll debut the Mobile Audio Technology Report, the Interactive Audio Wiki, the "Ask the IASIG" Web forum, and new developments in Interactive XMF, the asset-exchange protocol. The IASIG exists to advance the state of the art in interactive audio for computers, online experiences, and mobile applications. Come offer your ideas!

Video Games Live

8pm
Nob Hill Masonic Center
(1111 California Street @ Pine)

Back by popular demand! Video Games Live returns with a new show for 2007. Come celebrate the industry with an immersive concert event featuring music from the biggest video games of all time. Top orchestras and choirs perform along with exclusive video footage, synchronized lighting, solo performers, live action and unique interactive segments to create an explosive one-of-a-kind multimedia entertainment experience. Tickets are available for purchase Wednesday through Friday during show hours at the Information Booth in the West Hall Lobby.

8 Bit: A Documentary about Art and Video Games

Justin Strawhand,
Producer/Co-Director 8 BIT
Marcin Ramocki, Director/Original Concept
2:30pm
Room 134, North Hall

8 Bit is a hybrid documentary examining the influence of video games on contemporary culture. A mélange of rockumentary, art expose and culture-critical investigation, 8 Bit ties together seemingly disconnected phenomena like the 80's demoscene, chiptune music and contemporary artists using machinima and modified games.

Produced in NYC, LA, Paris and Tokyo, 8 Bit brings a global perspective on the new artistic approaches of the DIY generation which grew up playing Atari and Commodore 64.

8 Bit insists that in the 21st century Game-Boy rock, machinima and game theory belong together and share a common root: the digital heritage of Generation X. Following the screening, the filmmakers address the inspirations and process of creating the film, and take questions from the audience.

Game Career Seminar

Friday • 10am-4pm
Room 2020, West Hall

The Game Career Seminar is an intensive conference program that teaches techniques for advancing your career and—for those new to the industry—takes a look at how to get your foot in the door. Sessions are taught by your favorite game industry professionals and top educators.

CAREER PAVILION

Expo Hours • 2nd Floor, West Hall

The largest and most prestigious career expo in the game industry provides publishers and studios the opportunity to meet, interact with, and recruit the industry's top developers on the expo floor. This year the Career Pavilion had expanded to include the Career Networking Bar and Interactive Lounge.

GDC 2007 Career Pavilion Exhibitors

Activision, Inc.
CP 1501

Amaze Entertainment
CP 1412

Artificial Mind and Movement Inc.
CP 1018

Avatar Reality
CP 1720

Bedlam Games
CP 1109

Big Huge Games
CP 1705

BioWare|Pandemic Studios
CP 1513

Blizzard Entertainment
CP 1206

Blue Fang Games
CP 1717

Breakaway Ltd.
CP 1002

Buena Vista Games/Disney
CP 1113

Cheyenne Mountain Entertainment
CP 1202

Cryptic Studios
CP 1509

Crystal Dynamics/Eidos Interactive
CP 1114

Datascope Recruitment, Ltd.
CP 1010

Deadline Games A/S
CP 1418

Digital Artist Management
CP 1506

Disney Interactive
CP 1113

dtp entertainment AG
CP 1719

Electronic Arts
CP 1110

Emergent Game Technologies
CP 1009

Epic Games Inc., Career Pavilion
CP 1502

Flagship Studios
CP 1610

Foundation 9
CP 1414

Full Sail Real World Education
CP 1602

Hi-Rez Studios
CP 1601

High Voltage Software
CP 1102

IDOL Minds
CP 1514

Image Metrics
CP 1702

Insomniac Games
CP 1005

Intel Corporation Career Pavilion
CP 1710

Intel Corporation, Visual Computing Group
CP 1714

International Game Technology
CP 1510

Javaground
CP 1017

K2 Network
CP 1701

LucasArts
CP 1309

Microsoft Game Studios/Xbox Careers
CP 1718

Midway Amusement Games, LLC
CP 1406

Mova
CP 1613

Namco Networks America Inc.
CP 1013

Nintendo of America, Career Pavilion
CP 1516

NVIDIA Career Pavilion
CP 1201

Perpetual Entertainment
CP 1103

Petroglyph
CP 1014

Premier Search Inc
CP 1001

Queensland Games
CP 1618

Red 5 Studios
CP 5115

Secret Level
CP 1605

Sony Computer Entertainment of America Staffing/Recruiting
CP 1402

Sony Online Entertainment
CP 1609

Spark Unlimited
CP 1107

Stormfront Studios
CP 1706

The Art Institues Career Pavilion
CP 1311

THQ Inc.
CP 1301

Total Immersion Software
CP 1511

Turbine Inc.
CP 1713

U.I. Pacific Games Inc.
CP 1618

Ubisoft
CP 1015

Vicious Cycle Software, Inc. Career Pavilion
CP 1016

Video Gaming Technologies
CP 1606

Virtual Heroes, Inc.
CP 1709

Visual Concepts/Kush Games – 2K Sports
CP 1614

Vivendi Games
CP 1209

Walt Disney Internet Group
CP 1106

Wizards of the Coast
CP 1620

WMS Gaming
CP 1410

Career Networking Bar

2ND FLOOR IN THE CAREER PAVILION, WEST HALL

A new addition to the Career Pavilion, the Career Bar will provide a social networking area that includes couches and tables so developers can have drinks and relax while discussing career opportunities.

Sponsored by EA

Career Interactive Lounge

2ND FLOOR IN THE CAREER PAVILION, WEST HALL

The Interactive Lounge will include PS3 demo stations and computers with internet access surrounded by tables and couches, making it the perfect spot to mix business with pleasure.

Sponsored by SONY COMPUTER ENTERTAINMENT

Suite Night

8-10PM, 2ND & 3RD FLOORS, W HOTEL

Last year, Suite Night returned to the GDC in grand style with leading game industry companies sponsoring six networking parties on the Ballroom Level of the main GDC Hotel. In 2007, Suite Night will take over the W Hotel in San Francisco, two blocks from the convention center, providing a truly unique venue for developers to mingle and discuss the latest technologies, games, and career opportunities.

SUITE SPONSORS INCLUDE:

Great Room 1: eidos

Industry Room: LUCASARTS

Workroom 3: BioWare|Pandemic Studios

Workroom 2: intel

Workroom 1: 1UP NETWORK

GAME CAREER SEMINAR AT GDC

Programmed by the GDC content team, the Game Career Seminar is a one-day program designed for students and anyone interested in learning how to break into the videogame industry. The seminar takes place Friday, March 9 from 10am-4pm in the West Hall. Attendees will also have access to the Expo Floor and Career Pavilion.

Attendees will network with industry professionals, meet with HR executives from leading game companies in the Career Pavilion, and most importantly, learn how to get their careers started in the videogame industry. Top game developers and industry experts will share their perspectives and insights in the seminar's five sessions.

GAME CAREER SEMINAR

FRIDAY, MARCH 9

Room 2020, West Hall

Keynote Panel

INSIDE CRYPTIC STUDIOS: ART, PROGRAMMING, AND DESIGN

Jack Emmert, Shannon Posniewski, Shayne Herrara
10-10:50am

The world of videogames is a more diverse one than you might think–it's not just made of programmers and artists. There are also writers, designers, animators, background artists, producers, and more.

This panel session offers unique perspective from the senior executives at Cryptic Studios who will talk about their roles in programming, design, and art and how they work together to create a videogame. Educate yourself and figure out where you might fit in the structure. The session will end with questions from the audience.

BREAK

10:50-11am

Lecture

STAY ON TOP OF YOUR GAME: PRACTICAL CAREER ADVICE FROM AN HR INSIDER

Fiona Cherbak
11-11:45am

What are the hiring trends in the game industry? What do companies look for in candidates? Learn how to increase your chances of getting your foot in the door and what you can expect from the interview processes. Just as importantly, gain insight into what you should be looking for in a company to make sure it's the right move for you.

Lecture

TIPS & TRICKS FOR MAKING A LASTING IMPRESSION

Darius Kazemi
11:45am-12:30pm

Effective networking is key to breaking in and staying ahead in the game industry. But networking is more than just schmoozing: it's a valuable way to make lifelong friends and open up new opportunities. In this session, you'll learn how to talk to anyone, how to make yourself memorable in an industry full of memorable people, and how to increase the value of your contacts over time.

LUNCH BREAK

12:30-2pm

Panel

HOW DID YOU MAKE IT?: THREE SUCCESS STORIES

Moderator: Frank Cifaldi
James Beech, Tracy Seamster, Michael Sellers
2-2:50pm

This panel offers the perspective of three individuals, each with a unique story on how they successfully developed a career in the game industry.

Beech will discuss his transition from student at The Guildhall to employee at a videogame company, and how he adapted to the work environment, demanding managers, teams, work schedules, and deadlines.

Seamster and Sellers will detail why they changed professions and how they did it, utilizing their skillsets, to careers in game design at Sony and as CEO of Online Alchemy, respectively.

Panel

PITCH YOUR GAME IDEA

John O'Neill, Michael Sellers, Brandon Sheffield
3-3:50pm

In this session, you'll get a chance to pitch your game idea in two minutes in front of an audience and get advice from industry experts. Which ideas will excite your employers or professors? Which will put them to sleep? Learn ways to deliver a successful pitch. This session promises to be a lively exchange of ideas for all those participating!

[SOFTWARE DEVELOPMENT WEST 2007 CONFERENCE & EXPO]

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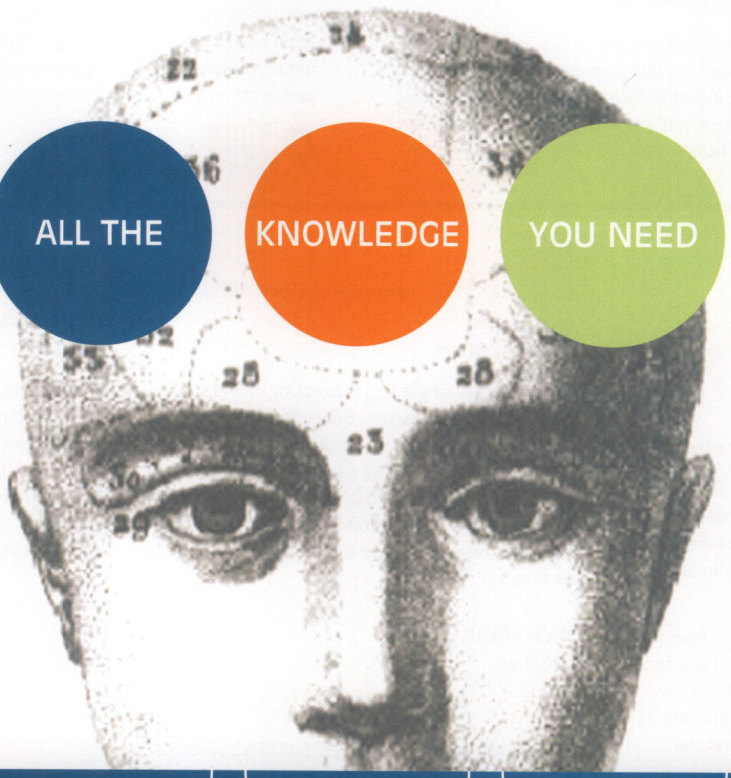

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SD WEST 2007

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– Jason Della Rocca, Executive Director, IGDA

The 7th Annual

Game Developers Choice Awards

Wednesday, March 7
6:30 - 8:30 pm
Esplanade Room in South Hall
ALL GDC ATTENDEES WELCOME

The Game Developers Choice Awards are the premier accolades for peer recognition in the digital games industry. Each year, the Choice Awards recognize and celebrate the creativity, artistry and technical genius of the finest developers and games created in the last year. Please join us to honor and celebrate the best of today's game developers.

Hosted by Double Fine's **Tim Schafer!**

AWARDS WILL BE PRESENTED FOR THE FOLLOWING CATEGORIES:

- Lifetime Achievement
- First Penguin
- Maverick
- Community Contribution
- Best Game
- Innovation
- New Studio
- Audio
- Character Design
- Game Design
- Technology
- Visual Arts
- Writing

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PLAY IT NOW ONLY ON GAMETAP

"Uru Live promises to draw preexisting fans to GameTap."

– Business Week

"Forget Warcraft --the hottest new online roleplaying game is "Uru Live."

– Forbes. com

"The Uru community is beside itself with excitement."

– CNET

"Uru Live is the cultivation of many years of expert puzzle adventure design. Myst fans will love the gameplay and visual design."

– Play

GAMETAP CELEBRATES THE INDEPENDENTS

GameTap brought you these acclaimed games from independent developers. What could we do with your games?

SAM & MAX

SEASON 1

"Culture Shock" Funniest Game of the Year"

– GameSpot.com

"One of the Top Ten Games of 2006. Best PC Adventure Game of the Year"

– IGN.com

"It's impressive just how many fully fleshed-out, gleefully deranged characters are packed into just the first episode. They are off to an excellent start. I can't wait for episode two."

– Wired.com

"With sardonic humor, a cool jazz score, and engaging 3-D graphics, Culture Shock has even more style and wit than the original game."

"One of the 10 best games of 2006."

– The New York Times

GameTap congratulates the winners of the IGF and GameTap Indie Awards.

Visit gametap.com/indies to learn how you can reward your independence.

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THE 9TH ANNUAL

INDEPENDENT GAMES FESTIVAL

MARCH 7-9, 2007 • SAN FRANCISCO, CA

REWARDING INNOVATION IN INDEPENDENT GAMES

The Independent Games Festival (IGF) was established in 1998 to reward innovation in independent games. The IGF Competition is open to all independent developers, and awards cash prizes totaling more than $50,000 to games in the categories listed at right.

In its ninth year, the IGF continues to evolve. The main competition continues with the $20,000 Seumas McNally Grand Prize, as well as multiple awards for innovative design, audio, technical, art, and best web game. The 2007 IGF Mod Competition was open to mods from any game, and this year marks the first-ever Best Mod prize chosen from four Mod category finalists. The Student Showcase once again honors ten student games, and adds the inaugural Best Student Game award.

The IGF Audience Award, open to Main Competition finalists, was voted online by the public on a website hosted by IGF media sponsor Gamespot.com.

Play all the 2007 IGF Finalist games and meet their creators at the IGF Pavilion, located in the North Hall on the GDC Expo floor. The IGF Pavilion is open during GDC Expo hours, Wednesday, March 7, through Friday, March 9.

The IGF Awards Ceremony will take place on Wednesday, March 7, at 6:30PM in the South Hall Esplanade Room.

DOWNLOAD THE IGF FINALIST GAMES AT WWW.GAMESPOT.COM/IGF

2007 IGF AWARD CATEGORIES

IGF MAIN COMPETITION
Seumas McNally Grand Prize
Audience Award for Best Game
Excellence In Visual Art
Excellence In Audio
Innovation Award
Technical Excellence
Best Web Browser Game

IGF MOD COMPETITION
Best Singleplayer FPS Mod
Best Multiplayer FPS Mod
Best RPG Mod
Best 'Other' Mod
Best Mod

IGF STUDENT SHOWCASE
Student Showcase Finalist
Best Student Game

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PREMIER EVENT PARTNERS

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The Art & Business of Making Games

Gamasutra is the largest independent website devoted to the art and science of making games. Every day, Gamasutra offers new features about game technology and business, offers product and industry news, has a giant job board, hosts game developer resumes, offers a directory of game development contractors, hosts a product buyers guide, and more. Gamasutra.com has grown from its 1997 launch to over 350,000 members today. Take a look at Gamasutra at **www.gamasutra.com**.

gamedeveloper

Game Developer magazine is the only print publication that delivers canonical postmortems, detailed technical features, and product reviews to professional game developers. Each month the most renowned and respected developers in the industry explain the technology and business behind the most successful and innovative games to 35,000 readers, making this truly the publication "by game developers, for game developers." Check out the magazine at **www.gdmag.com**.

EVENT PARTNERS

1UP NETWORK

The 1UP Network is the first and only family of gaming media properties to inform and empower gamers so they can create an identity and have a voice, allowing them to be directly involved and contribute to the gamer community. The network combines depth and breadth of quality editorial content with social networking functionality in an engaging community setting. It includes 1UP.com, FileFront, GameTab, GameVideos, and MyCheats, connecting advertisers with over 10 million unique visitors per month. **www.1up.com**

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ANIMATION MAGAZINE

Animation Magazine reports on all aspects of animation and is the most comprehensive source about technology, film, television, gaming, commercials, events and trends. Our subscribers include animators, producers, directors, executives, broadcasters, distributors, publishers, recruiters, teachers and students. In addition, we also provide subscribers with daily news emailed directly to them. **www.animationmagazine.net**

bba
Broadband Association

The Broadband Association, established in 2003, connects members of the internet broadband industry, fosters collaboration within its community, and promotes the broadband industry's development and user adaptation. The BBA holds the Asia Online Game Conference in Tokyo every February, and partners with IGDA's Japan chapter to administer the Online Games SIG. It now has 150 corporate members and 40 individual members.

ComputerGraphics World
The Magazine for Digital Content Professionals

Computer Graphics World Magazine is the leading trade journal serving the community of professionals in the computer graphics technology market. *CGW* remains focused on its core markets of Gaming, DCC, Simulation, Pre-visualization, CAD, Industrial Design, Motion Design, Visual Effects and Animation. *CGW* is dedicated to telling the world about computer graphics tools and the professionals who use them across the Entertainment, Design, Government/Science and Industrial Design markets.

develop

Develop is the must-read monthly magazine for over 8,000 game programmers, artists, designers, musicians, and producers. Written by industry insiders, it offers news and views on all the latest game development trends, as well as the unique *Develop Directory* – a one-stop shop for anyone looking for new staff or specialist services. Subscribers in 43 countries. Sign up for free PDF digital edition, daily news and email blasts at **www.developmag.com**

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EDGE

The world's most respected videogame magazine, *Edge* is relied on by both passionate gamers and industry professionals. Produced with incisive, intelligent writing, stunning design and a genuine love of gaming, it delivers unrivalled feature content, revealing interviews and the most trusted game reviews in the business, alongside recruitment and studio-focus sections. Learn more at **www.edge-online.com**.

the Escapist

The Escapist is a departure from games journalism as you know it. With our weekly magazine and our daily content, we delve into the culture and issues surrounding the interactive entertainment field. We highlight its innovations and innovators. We search for fresh perspectives of consumers and developers alike, exploring different points of view. *The Escapist* is the authority on digital culture and entertainment. **www.escapistmagazine.com**

GAMEDAILY
THE INDEPENDENT VOICE OF GAMING

GameDAILY is the Internet's leading independent video game publication, serving the mainstream gaming audience at www.gamedaily.com and industry decision makers at biz.gamedaily.com. GameDaily reaches the coveted demographic of consumers ages 18 to 34, with a reach of more than 4.5 million gamers each month through its flagship property and affiliated partners. The site delivers an innovative point of view on the multi-billion dollar interactive entertainment industry.

China GC Networks

China GC Networks (CGN) offers global clients with a complete, integrated source of marketing tools to reach the Chinese game industry. With our integrated media offerings (magazine, web sites, and events), CGN is your best partner in expanding your company's products and services to China. CGN provides a wide variety of services to foreign companies that want to explore business opportunities in China, including but not limited to China market entry support, business consulting, market research, public relations, and event planning. CGN' education division is the number 1 service provider of game education support services to Chinese universities and schools. **www.gcmag.com**

gamedev.net

GameDev.net is a leading online destination for game developers of all levels. Established in 1999, GameDev.net reaches over 300,000 game developers worldwide. We feature over 1500 articles, product and book reviews, industry event coverage, active community forums, daily industry news, job listings, and much, much more.
www.gamedev.net

GAME FACE

GAME FACE is a cultural magazine from Berlin, Germany which looks at digital games as a global phenomenon. By introducing the making-of perspective of digital games in Germany *GAME FACE* is taking a lead in the cultural discourses around games as a new form of medium with epistemic potentials far beyond their entertainment means. **www.game-face.de**

GamesIndustry.biz is the world's leading source of business news and information for the videogames market, providing comprehensive and intelligent coverage of the sector to a worldwide audience of games industry professionals and investors. Learn more at **www.gamesindustry.biz**.

Celebrating its 10-year anniversary in 2006, GameSpot's expert editorial team provides more than a million daily visitors with comprehensive, engaging, and unbiased game information for console, PC, and portable platforms. The site's award-winning coverage includes previews and reviews on the hottest titles, breaking news, live Web casts, online tournaments, game downloads, videos, guides, hints, and more. GameSpot also has one of the most active online gaming communities fueled by a free, innovative social networking service that makes it easy and fun for gamers to meet and interact with other like-minded enthusiasts. The GameSpot family includes GameFAQs, Game Rankings, and GameSpot Trax, the industry's premier real-time market intelligence tool. **www.gamespot.com**

GAMEVIDEOS.COM

GameVideos.com is THE destination for any and all video related to videogaming culture: original programming, interviews with industry luminaries, exclusive game trailers, machinima, game walkthroughs, and retro commercials and gaming clips. Gamers can upload their own content and rate any video on the site. GameVideos.com is deeply integrated with the 1UP Network, and features the popular weekly vidcast The 1UP Show, starring the editors of the 1UP Network. **www.gamevideos.com**

The International Game Developers Association is a non-profit professional society that is committed to advancing the careers and enhancing the lives of game developers by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community. **www.igda.org**

Fox Interactive Media's IGN Entertainment is the Web's leading destination for video gaming information, digital downloads and multi-player technology. In addition to leading editorial content, GameSpy's middleware technology is used by each of the world's top ten game publishers and Direct2Drive has recently added entertainment content to its leading collection of downloadable video games. **www.ign.com**

Mary-Margaret.com is a leading recruitment firm in entertainment software, representing top clients and creative leaders in the games software and hardware industries. With offices in the US and Europe, Mary-Margaret.com is continually seeking and placing highly-qualified creative, executive and technical talent for clients in the U.S., Canada, U.K., Europe and Australia.
www.mary-margaret.com

MCV

MCV: The Market for Home Computing & Video Games is the only weekly trade magazine for the UK & international market. With a circulation in excess of 10,000 it covers everything from games development to distribution, retail, law, marketing and recruitment. Sign up for daily news and email blasts at **www.mcvuk.com**.

Since 2000, MEF has established itself as the leading global trade association for companies large and small across the mobile entertainment value chain. MEF's activities and membership have both a global reach and a local influence: key activities include lobbying on industry issues, providing comment & analysis, as well as organizing educational briefings and networking events. MEF brings together industry leaders to progress opportunities, track trends and tackle industry challenges. **www.m-e-f.org**

MobileIndustry.biz

Launched in 2005 as a companion site to the industry-leading GamesIndustry.biz, MobileIndustry.biz is your daily source for business and product news, industry viewpoints and informed comment from across the fast-growing mobile games market. Covering the entire value chain from development through to network operators, the site is a must-read for anyone doing business in this vital new sector. **www.mobileindustry.biz**

MobyGames is a project to document all relevant information for every single game ever made, on every platform and offer that information free to the public. MobyGames believes games are culturally and historically significant. MobyGames is proud to be a part of the Game Developers Conference and help support the people and organizations that move this art form forward.
www.mobygames.com

Published by Future US, Inc., *Next Generation* is the leading authority on the business of games. A complimentary B2B online publication and newsletter, *Next Generation* is published every weekday with breaking news and information about the companies and people that shape interactive entertainment. In addition, *Next Generation* was the publisher of the award-winning *2006 Official E3 Show Daily* newspaper.
www.next-gen.biz

Niko Partners is a leading provider of market research and market-entry consulting services for the Chinese videogame industry. Our renown local market intelligence and analysis is based on primary research and relationships with important Chinese industry executives. Since 2003 we have tracked demand and trends of Chinese online, offline and console games, game hardware, gamers, developers, online operators, Internet cafes, regulations, distribution and retailers. If you need to understand the complex Chinese market, we are here to help. **www.nikopartners.com**

Published by Future US, *PC Gamer* is the world's best-selling PC games magazine. In magazine, disc, audio and video Podcast formats, *PC Gamer* brings the excitement of game development and game playing to hundreds of thousands of active and influential consumers each month. *PC Gamer*'s trade-focused sister website is Next Generation, the voice of today's interactive entertainment industry. **www.pcgamer.com**

Post

Published monthly and BPA-audited, *POST* magazine reaches over 32,000 qualified subscribers working in videogames, animation and all forms of entertainment media, serving the creative, production and technical managers whose artistry, editing, and technical talents build higher quality productions. *POST* magazine serves a unique creative community and showcases their works of excellence. Focusing on real-life creative applications presented in a colorful format, *POST* editorial helps both seasoned professionals and "digital newcomers" navigate a market buffeted by daily changes in emerging technologies, techniques and trends.

RCR Wireless News is the voice of the wireless community. Celebrating 25 years of publishing, *RCR WN* is the only weekly newspaper reporting on cellular/PCS, data, paging, WLAN and broadband. *RCR WN* also offers daily news alerts as well as breaking news when it occurs at **www.RCRNews.com**. *RCR WN* is owned by Crain Communications Inc.

TIGA represents the interests of development studios in the UK and Europe. TIGA was founded by independent developers in 2001, but also represents some publisher owned studios. TIGA's key objective is to work with government industry and financiers to keep UK and European developers competitive in an increasingly global and important media sector. TIGA membership benefits include best practice handbook, with detailed information on contracts, outsourcing, R & D, tax credits, and piracy. TIGA is a founder of the European Games Developers Federation. **www.tiga.org**

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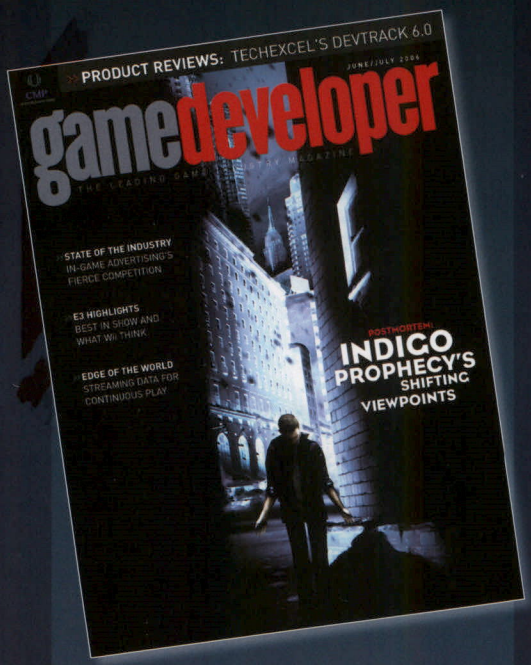

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Ian Baverstock
KUJU ENTERTAINMENT

Ian is co-founder and CEO of Kuju Entertainment and has been working in the games industry for 16 years. Originally a programmer, Ian has been responsible for the overall creative direction of Kuju in recent years as well as business strategy. Kuju now operates as 5 autonomous UK studios. Ian is also Chairman of Tiga, the UK independent game developers' trade association.

Michael Capps
EPIC GAMES

Dr. Michael Capps is the President of Epic Games, the makers of the mega-hit Unreal and Unreal Tournament computer game franchise. Epic is also known for the Unreal game engine, the technology behind dozens of computer and console games including Splinter Cell, America's Army, Lineage II, Deus Ex, and more. Michael was also lead designer of the recently shipped Xbox game Unreal Championship 2. His current project is the highly anticipated title Gears of War for Xbox 360.

Prior to joining Epic Games, Michael earned degrees at UNC and MIT, and served as a professor at the Naval Postgraduate School in Monterey , California. For his work in networked virtual reality, he was one of fifty graphics pioneers interviewed for the ACM SIGGRAPH documentary, "The Story of Computer Graphics." While at the Naval Postgraduate School , Capps was the producer, designer, and lead programmer of the America's Army computer game. America's Army is a 3D-action game, sponsored by the U.S. Army, that allows online players to enter into a virtual Army infantry unit. It was accessed over 30 million times in the first week of its release.

Louis Castle
ELECTRONIC ARTS LOS ANGELES

Louis Castle is a co-founder of Westwood Studios and vice president of Creative Development at Electronic Arts Los Angeles. As part of the management team, Castle helps direct EALA's programming, artwork, audio, and research & development departments, and contributes to studio business strategy.

Castle was the general manager of Westwood Studios from 2000-2003 and served in creative, business and finance roles while growing Westwood from two employees in 1985 to over 250 in 2002. In his creative roles, Castle has contributed as executive producer, creative director, technical director, programmer and artist to over 100 games created by Westwood and EA over the past 23 years including best selling original franchises such as Command & Conquer, Lands of Lore and Eye of the Beholder as well as blockbuster licensed original products including The Lord of the Rings—The Battle for Middle Earth II, The Lion King, Blade Runner and Monopoly.

Mark Cerny
CERNY GAMES

Mark Cerny has been working in game design and technology for 25 years. He designed and programmed 1984's Marble Madness for Atari coin-op, and at Sega he oversaw the creation of Sonic the Hedgehog 2. While president of Universal Studios' game division, he worked in a variety of production and design roles on the Crash Bandicoot and Spyro the Dragon series on the original Playstation.

In 1998, Mark established Cerny Games as a consultancy, and has since participated in the creation of the Jak and Daxter and Ratchet and Clank series on Playstation 2 and the Playstation 3 launch title Resistance: Fall of Man. He has also been instrumental in the creation and guidance of the ICE team, a technology group based at Naughty Dog that specializes in graphics systems and tools for the PlayStation 3. In 2004 the IGDA honored Mark with its Lifetime Achievement Award, calling him a "master collaborator" and a "jack of all trades."

Carey Chico
PANDEMIC STUDIOS
Visual Arts Advisory Board

Carey Chico has been working in the game industry since 1996, after graduating from UCLA with a Bachelors in Design. His foray into the game industry began when he started at Activision Studios as an animator on Planetfall. From there, he rose through the ranks as lead artist on Battlezone and then as a founding member of Pandemic Studios where he completed Battlezone 2 as art director.

After working again as art director on Star Wars: The Clone Wars, he stepped up as studio art director to oversee more global and long term art interests. Some of the most recent titles under his supervision are Full Spectrum Warrior, Battlefront, Mercenaries, and Destroy All Humans.

Doug Church
ELECTRONIC ARTS LOS ANGELES

Doug Church has been in the game industry since 1990, working on a variety of PC titles (Ultima Underworld, System Shock, Thief, a bit of Flight Unlimited thrown in) at what became LookingGlass Studios. He left in late 1999 and consulted on a variety of titles, a tiny bit on Ion's Deus Ex and Harmonix's Frequency, and some MMP's in Hong Kong.

A programmer by training, he focuses on game design and technology, and ways to elegantly blend the two. Doug also worked for Eidos where he was doing a variety of design direction, technology investigation, and management. In May 2005, he joined Electronic Arts Los Angeles as an executive producer.

He has been coming to GDC for over 11 years now, and still finds it a pleasing blend of frustration and exhilaration.

Mark DeLoura
UBISOFT NORTH AMERICA

Mark DeLoura joined Ubisoft San Francisco in July 2006 with an extensive background in engineering from videogame hardware manufacturers Nintendo and Sony Computer Entertainment. Mark's primary responsibility at Ubisoft is to oversee production of Ubisoft published titles created by third party developers. He has also spent time as editor in chief of CMP's *Game Developer* magazine, and is the creator and editor of the six-volume book series *Game Programming Gems*.

Julian Eggebrecht
FACTOR 5

Julian Eggebrecht is co-founder and president of Factor 5, a game and technology developer located in Marin County, California, with additional R&D offices in Cologne, Germany.

Factor 5 was founded in Germany in 1989 and moved to the U.S. in 1996. Factor 5 was a technology partner for Nintendo's GameCube console, provider of the MusyX sound tools, and has pioneered many technological advancements in the areas of Audio and Visuals in video games in collaboration with Dolby Labs, ATI, and LucasArts Entertainment. Julian's work includes the classic Turrican line of games, the multi-million selling Star Wars: Rogue Squadron series, Indiana Jones, Ballblazer Champions, International Soccer Superstar Deluxe, and Contra: The Alien Wars. He served on the board of the IGDA as both board member and treasurer and most recently directed Star Wars Rogue Squadron II: Rogue Leader and Star Wars Rogue Squadron III: Rebel Strike exclusively for the Nintendo GameCube.

Julian is Factor 5's president and creative director and currently working on the PlayStation 3-exclusive Lair for Sony Computer Entertainment and several other un-announced next-generation titles.

ADVISORY BOARD

Laura Fryer
MICROSOFT GAME STUDIOS

As Executive Producer for Microsoft Games Studios, Laura Fryer is responsible for shipping great games for the Xbox and Windows platforms. Her most recent titles are Gears of War and Zoo Tycoon.

An industry veteran, Laura was one of the first members of Microsoft Game Studios (MGS) in 1995. As a producer, she shipped several games, including the classic Crimson Skies, and Fighter Ace, Microsoft's first massively multiplayer game. She also conceived and produced Microsoft's first release of Zone.com.

Prior to her return to MGS in 2004, Laura was the Director of the Xbox Advanced Technology Group, and a founding member of the Xbox project, which she joined in May 2000. During her tenure, she cultivated worldwide Xbox Developer Support, created the Xbox Advisory Board, and ran Xbox game developer events around the globe.

Named one of *The Hollywood Reporter*'s "Top 12 Most Influential Women in Gaming" and one of *Next Generation*'s "Game Industry's 100 Most Influential Women," Laura is dedicated to fostering diversity in the games industry.

An avid gamer, Laura enjoys taking "videogame vacations" to play video games in marathon all-day sessions. Her other hobbies include reading, gardening, juggling, and playing with her dog Jazz.

Chris Hecker
MAXIS/ELECTRONIC ARTS

Chris focuses on solving hard game design and technical problems found at the intersection of gameplay, aesthetics, and engineering. He is an outspoken advocate for pushing the current boundaries of design and interactivity, in the hope that games will achieve their full potential as an art and entertainment form. To this end he helps organize the yearly Indie Game Jam and the Experimental Gameplay Workshop, and his recent work at Maxis has centered around using advanced proceduralism to enhance player creativity and agency.

Chris has been on the advisory board for the Game Developers Conference for many years and is a regular speaker at the GDC, Siggraph, and other conferences. A frequent contributor to *Game Developer* magazine, Chris was the technical columnist for the magazine for two years and the Editor-at-Large for three. Before joining Maxis he was an indie game developer for 8 years with his company definition six, inc. He is also on the editorial board of the computer graphics research publication, *The Journal of Graphics Tools*.

Rob Huebner
NIHILISTIC SOFTWARE

Robert Huebner is president and co-founder of Nihilistic Software, a small development team located in Marin County, California. Robert's previous work includes Jedi Knight: Dark Forces2 from LucasArts, Descent from Parallax Software, and Starcraft by Blizzard Entertainment.

Nihilistic has been in business over six years and has worked with publishers such as Activision and Blizzard Entertainment on PC and console projects.

Noel Llopis
HIGH MOON STUDIOS

Noel Llopis spearheads the research and development of next-generation technology at High Moon Studios. He has been successfully applying agile development and test-driven development to game development for several years.

He regularly contributes articles to *Game Developer* magazine and the *Game Programming Gems* series, and he is the author of C++ for Game Programmers. Some of his past titles include Darkwatch and the MechAssault series.

He earned an M.S. in computer science from the University of North Carolina at Chapel Hill. In his spare time he enjoys exploring different and unexpected ideas on his web site www.gamesfromwithin.com.

Cyrus Lum
MIDWAY GAMES

Cyrus Lum has been an artist in the computer game industry for over 10 years. He got his start at Strategic Simulations Inc., creating computer artwork for games based on the Advanced Dungeons and Dragons license. After 4 years at SSI, Cyrus moved on to Crystal Dynamics, Inc.; founded Crystal's art department and served as the art director. His work can be seen in such game products as Crash 'N Burn, Total Eclipse, and The Horde.

Two years later, Cyrus packed up and left California for Texas and Iguana Entertainment, Inc. There, he founded the Advanced Technology Group which handled Acclaim Studio's high-end 3D rendering, and animation for games. Before Cyrus left Acclaim, he served as the vice president of digital productions for Acclaim Studios where he coordinated and provided visionary direction to the advanced computer graphic art efforts of Acclaim Studios - Austin, Salt Lake, Teeside (UK), London and the Acclaim Studios Cinematic and Motion Capture Group. In March of 2000, Cyrus co-founded Inevitable Entertainment – a videogame development company dedicated to creating innovative product for the next generation game consoles. He serves as Inevitable's art director.

Masaya Matsuura
NANAON-SHA

Masaya Matsuura graduated from Ritsumeikan University with a major in Industrial Sociology. In April 1983 Masaya formed the band PSY'S (pronounced "Size") with a female vocalist. The band pushed the frontiers of computer music. After ten albums and several hit songs, PSY'S disbanded in August 1996.

In 1993 Masaya explored new ground by combining music and multimedia with the release of The Seven Colors. It was the first CD-ROM from a Japanese musician and went on to win the Multimedia Grand Prix of 1993. December 1996 saw the release of Parappa the Rapper in Japan. It was like no other game that came before it, and it took Japan by storm. Parappa the Rapper went on to win the 1996 CESA Award, the Japan Software Award, and was named Japan Game of the Year 1997 by the readers of eighteen domestic game magazines.

In 1999 Masaya crossed over from rap to hard rock with Um Jammer Lammy, and the game won an SCEI Gold disc after just two months. Masaya's imagination doesn't end with music games. Vib-Ribbon, released in Japan and Europe in 1999, is another game revolution that creates gameplay from the player's own favorite music CD. Parappa the Rapper 2 was released in Japan in 2001 and is now available worldwide.

In 2003, Masaya produced and composed sounds for the new Aibo, ERS-7, which was very experimental and exciting work for him. In November 2003, Masaya released Mojibribon for PS2 in Japan. This is a network title that has very unique style of blending rhythm and Japanese calligraphy using speech synthesis technology to convert text into rap sound. In October 2004, the music social community web site "recommuni," for which Masaya participated in the planning and operation, started. http://recommuni.jp "recommuni" attracted people's interest for its innovative system, especially from the music industry which is now changing from a packaged business model to a pay per transaction model.

In 2005, he released Tamagotchi Connection: Corner Shop (NintendoDS) and sold more than a million units. In 2006, he released the sequel version of Tamagotchi Connection.

ADVISORY BOARD

Julien Merceron
EIDOS

Julien started developing on the Atari Jaguar in 1993 at Shen in Paris, programming on Super Burnout, a motorbike racing game, and Nexus, a shoot-em-up. He joined Ubisoft Entertainment in 1994 and worked on programming for Rayman 1 (Jaguar and PlayStation), for POD (PC and M2), and became lead programmer on Tonic Trouble for the Nintendo 64. After having focused on Rayman 2 (Nintendo 64 & Dreamcast) and on the R&D for the PlayStation 2, Julien became the worldwide technical director of Ubisoft Entertainment in 1999. In this role, he played a major role in studios creation and organization, technology and production pipeline design, multi-platform strategy, as well as AAA features integration. He also took responsibility for middleware and development strategy, communication and cooperation strategy, and hardware manufacturers and middleware relations.

At the end of 2005, after having worked extensively on next generation strategy, Julien saw the opportunity to pursue his career at Eidos. He serves there as worldwide CTO. Julien is fond of hardware architectures, gaming technologies and algorithms; he loves designing engine features and production pipelines.

David Perry
GAMECONSULTANTS.COM

David Perry was the president and founder of Shiny Entertainment, Inc., running it for 12 years. A 24-year game industry veteran, Perry launched his professional career at just 15 years of age by writing video game programming books in his native Northern Ireland.

Since then, Perry has developed or programmed over 100 games across 29 video game platforms. All told, Perry's games (including #1 Hits like The Terminator, Teenage Mutant Ninja Turtles, Disney's Aladdin & "Movie Game of the Year" – Enter the Matrix) have totaled an estimated billion dollars in retail sales.

Today Perry is directing three MMO titles, all published by Acclaim, and running two companies: www.gameconsultants.com and www.gameinvestors.com.

Bob Rafei
NAUGHTY DOG

A twelve-year veteran of the gaming industry, Bob Rafei is the art director, character animator and lead concept artist at Naughty Dog, Inc. He joined NDI in early '95 as its first employee while in the visual development stage of Crash Bandicoot, which paved the way for CB2: Cortex Strikes Back, CB: Warped and Crash Team Racing for Playstation, collectively selling 25 million+ units worldwide. He played a key role in establishing the look of this series and touched on all aspects of production from character rigging to animation. During development OF Jak & Daxter: The Precursor Legacy, JakII and Jak3 for the PS2, he lead visual development that set the look of this award winning franchise and contributed to character animations.

He has lectured at GDC ('01-'04) on various design subjects, and has served as panel leader on craft categories of animation and art direction for Academy of Interactive Arts and Sciences' (AIAS) achievement awards. He has also contributed writings to *Animation Magazine* and Animation World Network (AWN.com). His non-games credits include the cover art for Blues Traveler's *Travelers & Thieves*.

Dave Ranyard
SONY COMPUTER ENTERTAINMENT EUROPE
Audio Advisory Board

Dave Ranyard has been in the games industry for the last 10 years. He started out as an AI programmer at Psygnosis, later moving to SCEE's London Development Studio where he is currently the Creative Services Manager, responsible for the following departments: audio, music, graphic design, and video. He has worked on titles including Wip3out, The Getaway & The Getaway: Black Monday, the Eyetoy: Play and Singstar brands. Prior to the games industry he lectured in Artificial Intelligence at the University of Leeds where he also gained a PhD. in the subject.

In recent years, Dave has taken a keen interest in GDC and is currently on the audio advisory board. Dave is a keen musician and he has written and produced many records over the past 10 years and in 1998 took a career break to tour the US and Europe with his band Supercharger.

Steve Reid
RED STORM ENTERTAINMENT
Visual Arts Advisory Board

Steve Reid is the executive vice president/managing director for Red Storm Entertainment, a division of Ubisoft Entertainment. He is one of the original founders of Red Storm (1996), the studio know for creating the TOM CLANCY line of games and helping to establish the genre of squad-based tactical shooters. After a successful run as an independent developer/publisher, Red Storm was acquired by Ubisoft (2000). The studio's most recent work is the multiplayer gameplay for Ghost Recon: Advanced Warfighter for Xbox 360.

Before games, Steve received a Master of Fine Arts degree from East Carolina University. He has taught a variety of college art disciplines and now collaborates with local and national colleges as an advisor on digital art curriculum. Steve has participated as a moderator, a panelist and as a guest speaker at the Game Developers Conference, E3 and other industry events.

Brian Schmidt
MICROSOFT
Audio Advisory Board

Brian Schmidt is the program manager for Xbox and Windows game audio and media at Microsoft. Brian uses his unique blend of hands on composition and sound design experience combined with deep technical knowledge to push new boundaries and further the state of the industry. At Xbox, he was responsible for bringing interactive Dolby Digital to video gaming, setting a new bar for game audio. He is also the primary architect of the Xbox Audio Creation Tool (XACT) and is responsible for the design of the Xbox 360 audio system. Brian has been in the multimedia audio industry since 1987 as both a composer/sound designer and technical consultant. As a composer, he has personally composed music for over 120 interactive games, including John Madden Football, Jurassic Park, and the Star Wars Trilogy, as well as composing the award-winning music for Crue Ball. His theme from the original NARC videogame was later covered and recorded by The Pixies. He has been contracted for custom game music compositions from Aaron Spelling, Michael Jordan, and Joel Silver, and his work has been shown in both television and film. Prior to joining Microsoft in 1998, Schmidt was a freelance consultant, working with such companies as Sega, Sony, Capcom, QSound Labs, and several other makers of interactive entertainment, designing interactive audio systems including Capcom's arcade game audio system and the sound system for Sega Pinball. Brian also spent time working as an assistant to Chicago jingle writer, John Tatgenhorst where he learned to appreciate the art of synchronizing sound to picture.

ADVISORY BOARD

Paul Steed
EXIGENT

Mostly known for his work on the multi-million selling Wing Commander and Quake franchises, Paul Steed hasn't been content with only making games. He gives an occasional talk at shows like the Game Developers Conference held in San Francisco, serves on the Advisory Board for that same show, writes books on character modeling and animation, authors instructional DVDs and has now helped start an art outsource company based in Delhi, India. Over the last 15 years he's enjoyed a very diverse career that has allowed him to be artist, designer, art director, creative director and now chief creative officer of his own company: Exigent. His experience makes him unique even in the unique industry that is game development. He's worked at traditional development studios (Origin, Iguana, EA, id), web content studios (WildTangent), console manufacturers (Xbox), publishers (Atari) and now art outsourcing (Exigent). Steed is into writing, learning new stuff, playing poker, drinking cold beer and of course, super-high-polygon women.

Tommy Tallarico
TOMMY TALLARICO STUDIOS

Tommy Tallarico is one of the most successful video game composers, writing music for videogames for more than 15 years. He has worked in the game industry as a games tester, product manager, producer, writer, designer and heads of both music and video departments. He has won over 20 industry awards for best video game audio and has worked on more than 200 game titles.

In 1994, he founded Tommy Tallarico Studios, the multimedia industry's largest audio production house. His top titles include The Terminator, Earthworm Jim, Disney's Aladdin, Tomorrow Never Dies, Tony Hawk Pro Skater, Spider-Man and Advent Rising as well as top selling popular game franchises such as Madden Football, Pac-Man, Mortal Kombat & Time Crisis. Tallarico was the first musician to release a video game soundtrack worldwide (Capitol Records) and was also the first to use 3-D audio in a game (Q-Sound) as well as being instrumental in bringing true digital interactive surround 5.1 to the gaming industry. He is also the founder and president of the Game Audio Network Guild (G.A.N.G), a non-profit organization educating and heightening the awareness of audio for the interactive world (www.audiogang.org).

Tommy hosts, writes and co-produces Judgement Day, as well as the longest running award-winning videogame television show, The Electric Playground. Tallarico also teamed up with fellow videogame composer Jack Wall to create Video Games Live, which features music from the biggest videogames performed by top orchestras and choirs across the country combined with video footage, lasers, lights and live action to create an explosive and unique entertainment experience.

Steve Theodore
GIANT BITE
Visual Arts Advisory Board

Steve fell in love with computer animation in the Dark Ages, in more ways than one. He dropped out of a Ph.D. program in Ancient History to start rendering scenes by typing text commands into the Brown University mainframe.

Steve went pro in the early 90s, doing animations for a variety of commercial and television projects. His first game job was building mechs and environments for Mechcommander starting in 1995. He soon joined Valve, where he worked on Half-Life, Team Fortress Classic, Team Fortress 2 and Couterstrike. After a stint as the artist-in-residence at RAD Game Tools, he helped Zipper Interactive make the leap to next-gen as their technical art manager. In 2006 he helped to found Seattle-based studio Giant Bite. He's currently content-side technical director at Bungie.

Steve writes the "Pixel Pusher" art column for *Game Developer* magazine and appears frequently at GDC and other games industry events.

Ru Weerasuriya
READY AT DAWN STUDIOS
Visual Arts Advisory Board

Ru Weerasuriya is the art & creative director and co-founder of Ready at Dawn Studios. 2006 saw the release of their first game, Daxter, to critical and commercial acclaim, earning them a nomination for the BAFTA awards. Formerly a senior artist with Blizzard Entertainment, Ru initially worked on Starcraft: Brood War and then contributed to the blockbuster Warcraft III: Reign of Chaos and its expansion, Warcraft III: The Frozen Throne, his distinctive visual style influencing the direction of both game and cinematic art. Ru also led the cinematic art direction and production design for Starcraft: Ghost and World of Warcraft. As concept, storyboard and matte artist, he has helped the Blizzard Film Department win numerous awards and accolades over the years. His work has been published in several books and magazines, including *The Art of Warcraft*, *The Art of World of Warcraft*, *Dungeons & Dragons* books and *Monster Manuals*.

Alan Yu
ELECTRONIC ARTS LOS ANGELES

Alan Yu is director of artist & repertoire for Electronic Arts, representing EALA's interests in the creative community. In this role, he is responsible for managing strategic relationships, securing collaborations, and developing business opportunities with the entertainment's industry's finest minds and companies.

Alan is an 11 year veteran of the game industry, starting as a receptionist for the Game Developers Conference. He is 32 years old and a graduate of Sarah Lawrence College in New York.

GDC MOBILE ADVISORY BOARD

Robert Tercek
GDC MOBILE FOUNDING CHAIRMAN

Robert has been an executive in the game industry since 1993, and has served as an advisor to the GDC since 1998. He has played an instrumental role in the worldwide growth of two pioneering mobile companies, PacketVideo Corporation and Mforma Group, before co-founding PeopleJam in 2006. Earlier in his career, he was a senior executive at MTV: Music Television and at Sony Pictures Entertainment.

Matthew Bellows
FLOODGATE ENTERTAINMENT

Matthew is responsible for operations, sales and marketing at Floodgate Entertainment, an ambitious mobile games developer based in Boston. Floodgate's games have included Pirates of the Caribbean Multiplayer, EA Sports Madden Football 2005 and 2006, Age of Empires, and Neverwinter Nights Mobile. Prior to Floodgate, Matthew co-founded WGR Media, the first media company to focus on the mobile games industry.

David "DC" Collier
PIKKLE KK

DC runs Pikkle, a mobile content provider based in Tokyo. Previously, DC was the Business Creator for Namco's International Mobile Games Division in Tokyo. While at Namco, he oversaw expansion into new markets such as China, developing initial strategy and negotiating and managing the partnerships. Previously, he led business strategy for PacketVideo Corporation working with carrier customers worldwide including DoCoMo and T-Mobile.

Jason Ford
NAMCO NETWORKS

Jason is the VP of Strategy and Planning at Namco Networks where he is responsible for planning strategies tied to new products, technologies and distribution channels in both existing and new markets. Previously, Jason served as the general manager of games for Sprint Nextel, where his responsibilities included strategic planning, marketing and management of wireless games, which resulted in millions of game downloads.

Jani Karlsson
ATI

Jani is responsible for strategic planning of ATI's Handheld business unit, including identifying new markets for ATI products, driving the necessary features into ATI's product plans and developing a successful ecosystem of industry groups, partners, carriers and customers for deploying its multimedia chips for mobile devices. He has previously served in a similar executive capacity with Nokia as Head of Technology and Strategy for its multimedia division.

Kyu C. Lee
GAMEVIL

Kyu is president of GAMEVIL USA. GAMEVIL continues to lead the sector with a commitment to establish mobile as the definitive mass market entertainment platform for the world. Kyu, who joined in 2000, has constantly played a key role in the evolution of Korean mobile gaming and has continuously introduced the innovation to the world. He graduated from Seoul National University with a B.S. in Physics.

Chris Melissinos
SUN MICROSYSTEMS

Chris is Sun Microsystems' chief gaming officer and a self-proclaimed video game addict. His responsibilities include the development of Sun Microsystems programs, offerings, and vision targeting the electronic entertainment industry. He is responsible for driving an industry-wide movement toward Java technology-based game development and directing the development of next generation online game environments.

Mark Ollila
NOKIA

At Nokia, Mark is helping drive the next-generation gaming strategy. He is responsible for technology strategy and business development, industry relations and industry marketing, partnerships and Nokia internal collaboration and technology roadmapping within Multimedia. Previously, Mark co-founded Telcogames in 2003 and today is a non-executive director with the company. He is a well-known entrepreneur and highly respected authority in media technology, frequently hosting lectures and publishing research on the sector.

Jyri "Jay" Ranki
BUGBEAR ENTERTAINMENT

Jay recently joined Bugbear Entertainment as the producer for FlatOut Ultimate Carnage on Xbox 360. Until recently, he worked as a producer at Digital Chocolate's Sumea Studio, located in Helsinki, Finland. While at Sumea, he produced numerous mobile games, including critically acclaimed titles like Nightclub Empire. Jay joined Sumea early and played a key part in creating its development processes. In the past, he has contributed to the GDC Mobile both in the Advisory Board and as a speaker.

Kristian Segerstråle
GLU MOBILE

As managing director of Glu's EMEA operations, Kristian Soversees product development, publishing and financial performance for the EMEA region. He was a co-founder of mobile games specialist Macrospace in 2001, which was acquired by US mobile gaming company Sorrent in late 2004, later becoming Glu Mobile in 2005. Before being appointed MD of EMEA, Kristian held the position of VP Production for EMEA.

Lincoln Wallen
ELECTRONIC ARTS

As CTO of EA Mobile, Lincoln is responsible for directing its technical approach to game development and service delivery. He has been instrumental in shaping EA's approach to the mobile business which has seen EA deliver a strong portfolio of mass market mobile games, as well as games delivering a next generation consumer experience. Prior to EA, he was VP of RenderWare Mobile at Criterion.

Mike Yuen
QUALCOMM

Mike is senior director, Gaming Group, for QUALCOMM Internet Services. He manages the team chartered with defining and driving the BREW gaming experience as well as ensuring the platform is profitable and viable for game publishers and developers. Prior to founding the Gaming Group in 2005, he led the BREW Developer Relations team that is responsible for signing up companies such as Microsoft, AOL, Yahoo!, Disney, and Sony to deliver consumer and business applications to users around the world.

SERIOUS GAMES SUMMIT ADVISORY BOARD

Ben Sawyer
DIGITALMILL;
SERIOUS GAMES SUMMIT
CHAIRMAN

Ben is chairman of the Serious Games Summit GDC. He is also the author of "Serious Games: Improving Public Policy through Game-Based Learning and Simulation" whitepaper for the Woodrow Wilson International Center for Scholars (wwics.si.edu), and was a contributor to *Game Developer*. Ben also is also the author of two books on gaming for Coriolis Group Books, and is developing a book on simulations with Paraglyph Press.

Jerry Bush
CISCO SYSTEMS

Jerry is a program Manager for Cisco Systems and is responsible for the Cisco Certified Network Associate (CCNA) certification program, the company's largest program, which has certified more than half a million people around the globe. In his tenth year at Cisco, he is an instructional designer by profession and has been in high-tech corporate training for over 14 years. Jerry earned his master's degree in Education from San Jose State University in California.

Mark Long
ZOMBIE STUDIOS

Mark is Zombie's Co-CEO and executive producer of more than 20 titles. Prior to founding Zombie, he had a research and development career that spanned three laboratories: the Sarnoff Research Center, the University of Texas Institute for Advanced Technology, and General Dynamics' Combined Arms Systems Engineering Laboratory. While at Sarnoff, he and Joanna Alexander led a team that developed a virtual reality game console for Hasbro.

Elaine M. Raybourn
SANDIA NATIONAL LABORATORY

Elaine brings an expertise in understanding culture and communication to the design of simulations, games, and groupware. Her research concerns adaptive training systems, intercultural agents, collaborative virtual environments, social simulations and games for training, and intercultural learning. She is working on her second serious game title and currently leads a training game project for DARPA. She is currently a principal member of the technical staff of Sandia National Laboratories, and a National Laboratory Professor at the University of New Mexico's Department of Communication & Journalism, Institute for Organizational Communication.

Noah Falstein
THE INSPIRACY

Noah is the president of The Inspiracy, a consulting firm specializing in game design and production. With over 25 years designing and managing entertainment and educational software for companies such as Williams Electronics, LucasArts Entertainment, The 3DO Company, and Dreamworks Interactive, Noah has worked on everything from toys to CDROM games to edutainment to location-based entertainment. He has led brainstorming sessions for well-known game designers, writers, and even film directors such as George Lucas and Steven Spielberg.

James P. Gee
UNIVERSITY OF WISCONSIN
AT MADISON

Jim is the Tashia Morgridge professor of Reading at the University of Wisconsin-Madison. He received his Ph.D. in linguistics from Stanford University and has published widely in linguistics and education. His book *Sociolinguistics and Literacies* (1990) was one of the founding documents in the formation of the "New Literacies Studies," an interdisciplinary field devoted to studying language, learning, and literacy in an integrated way in the full range of their cognitive, social, and cultural contexts.

Ian Bogost
PERSUASIVE GAMES

Ian is founding partner at Persuasive Games, a game studio that designs, builds, and distributes videogames for persuasion, instruction, and activism, and assistant professor at the Georgia Institute of Technology. He is the author of *Unit Operations: An Approach to Videogame Criticism* (MIT Press 2006), *Persuasive Games: The Expressive Power of Videogames* (MIT Press 2007), and co-editor (with Gonzalo Frasca) at *Water Cooler Games*.

Jan Cannon-Bowers
UNIVERSITY OF CENTRAL FLORIDA,
SCHOOL OF FILM AND DIGITAL
MEDIA

Jan holds M.A. and Ph.D. degrees in Industrial/Organizational Psychology from the University of South Florida. She joined the School of Film and Digital Media at the University of Central Florida (UCF) as an associate professor. At UCF, Jan is continuing her work in technology-enabled learning and human performance modeling. Her goal is to leverage and transition DoD's sizable investment in modeling, simulation and training to other areas such as entertainment, workforce development and lifelong learning and education.

Warren Currell
SHERPA GAMES, INC.

Warren is president of Sherpa Games and has helped dozens of game developers and license holders in obtaining publishing deals in the videogame market. With over 13 years of business development experience, he has a formidable network of game industry contacts. He is a member of the International Game Developers Association (IGDA), a member of the IGDA's Business Committee and a committee member of the local Toronto Chapter of the IGDA.

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GDC MOBILE

The GDC Mobile 2007 program is stronger than ever. We've got more experts, more case studies, and more breaking trends than ever before. The two-day schedule is jam-packed with useful and relevant presentations.

I want to send a special message to repeat attendees. This year, more than ever before, it's essential for you to attend GDC Mobile. You will benefit from learning important information that is vital to your business strategy and product development decisions this year. Our industry remains highly complex. Reliable guidance is rare. Despite some consolidation during the past two years, the mobile games business remains massively fragmented, and new technologies continue to arrive in different intervals in various parts of the globe.

The GDC Mobile global advisory board scours the planet to find the most relevant and up-to-date examples of product innovation and market expansion. We select our speakers carefully in a highly competitive screening process. Each presentation is reviewed and edited by a knowledgeable coach. The proceedings booklet is a valuable takeaway for attendees.

I am deeply impressed by the work of the GDC Mobile Advisory Board this year. I believe we've crafted our finest program ever. I look forward with great enthusiasm to the prospect of welcoming you back to our conference.

Best wishes for a happy and productive 2007.

– Robert Tercek
GDC Mobile Chairman

MONDAY, MARCH 5

Keynote – All

MAKING MOBILE PHONES THE ULTIMATE GAME PLATFORM

Trip Hawkins
9-10am • Room 134, North Hall

For thirty years, the video game industry has been an "arms race" as new technologies and game designs strived to make the gaming experience ever more immersive. But gamers and developers are beginning to realize that games can mean so much more than 3D math. Mobile phones are a new kind of platform that must be measured by different criteria. Mobile can be a first-rate platform that is the best in the world at some very important things, reaching back to why people play in the first place. A "craftsman" approach must be taken to make the most of mobile and to overcome various obstacles. Lessons can be learned from media history and from early examples of mobile innovation.

COFFEE BREAK
10:10-10:30am

Deals & Distribution, Panel – All

THE NEW ERA OF MOBILE GAMES: ADVERTISING AND SPONSORSHIP

Moderator: Eric Goldberg
Panelists: Michael Chang, Jonathan Epstein, John Hadl, Gene Keenan, Patrick Parodi
10:30-11:30am • Room 134, North Hall

Mobile gaming is on the brink of a massive transformation from a pay-per-download business to an advertiser-supported business. In every corner of the globe, mobile network operators and game publishers are experimenting with radical approaches to marketing and selling mobile games beyond the constraints of the mobile storefront. The ad-supported business model has suddenly gained currency among many who resisted just a few years ago.

- Will it work?
- Will ad revenue across a much greater potential user base supplant the loss of revenue from direct consumer fees?
- What will happen to mainstay categories such as casual games and parlor games when free sponsored versions are available?
- How can publishers and developers position themselves today to prepare for an evolving marketplace?
- How soon will the big consumer brand companies invest in mobile gaming?
- What results and performance metrics must the game companies deliver in order to demonstrate the merits of their wares?
- What policies will the major carriers enforce for in-game advertising?
- Who speaks for the consumer?
- How will success be measured in this new environment?

Find out who will benefit and who will lose ground as the industry braces for this fundamental shift.

Planning Ahead, Lecture – All

IMS ENABLED MULTIPLAYER GAMING

Markus Nilsson
11:45am-12:30pm • Room 125, North Hall

A client based implementation of IMS enabled multiplayer gaming is presented. IMS is used for presence, friend lists and in-game communication. The game clients communicate directly through the IMS system, and no game or application server is required. The audience is shown how they can use IMS to access common network enablers that provide presence, instant messaging, push-to-talk and group-list management. The presented solution is based on open standards and runs on smart phones, feature phones as well as PCs. An overview and roadmap of other scenarios for IMS enabled multiplayer gaming is presented and discussed. The audience is also provided with references to more information on IMS and application development.

3D & Programming, Sponsored Session – All

NVIDIA'S LATEST MOBILE SDK AND DEVELOPMENT ENVIRONMENT

NVIDIA

Thant Tessman
11:45am-12:30pm • Room 120, North Hall

Are you an experienced mobile developer, or a curious PC/console developer eager to learn more? Then come and learn about NVIDIA's new development hardware, expanded SDK, performance tools, and roadmap. NVIDIA provides a seamless development environment for Java and OpenKODE that enables cross platform development across low-end and high-end platforms featuring NVIDIA GPUs.

Game Design, Lecture – All

PUTTING THE FUN IN FUNCTIONAL II: POWER TO THE PLAYERS

Amy Jo Kim, Scott Kim
11:45am-12:30pm • Room 134, North Hall

There's a big change happening in mobile entertainment – and it's being driven by services like Dodgeball, JuiceCaster, SMS.ac, MySpace, FaceBook, Flickr, and Wikipedia. These interactive services are providing hours of entertainment to millions of people – and they're doing it by leveraging user-generated content. In this talk, we'll explore the social and technological trends that are driving this change, and take an in-depth look at today's most influential and innovative social media services. We'll also briefly review the design principles

and game mechanics that make a mobile experience fun, compelling and addictive, and conclude by showing you how to leverage user-generated content in mobile games and entertainment services.

Production, Lecture – All

SIMULTANEOUS DEVELOPMENT ACROSS MOBILE AND HANDHELD

Thor Gunnarsson

11:45am- 12:15pm • Room 124, North Hall

Mobile and handheld devices are converging on many fronts. CPU power, graphics capability, RAM and connectivity on medium to high-end mobile platforms are comparable to their handheld cousins. This begs the question, "Can we foresee cross-platform development which targets both mobile and handheld platforms? For some publishers this is the "holy grail" of handheld development. This session lays out some of the many challenges in attempting true simultaneous development across both mobile and handheld platforms, then explains some possible solutions. Technical examples from Ideaworks3D Labs division, and real game development examples from the company's Studio, prove how this is now possible.

3D & Programming, Tutorial – Advanced

SUPERCHARGED WIRELESS 3D GAMING THROUGH HARDWARE ACCELERATION

David Ligon

11:45am- 12:30pm • Room 110, North Hall

There is no questioning the significant increase in performance hardware acceleration brings to a system. As displays become larger and user expectations increase, putting an increased demand on the limited power supply of wireless terminals, hardware support for compelling gaming content will be essential. In addition, the ability to free up valuable CPU resources is of the utmost importance to system and content designers. The advantage of utilizing hardware acceleration is clearly evident in the use of 3D acceleration in mobile handsets – performing three-dimensional rendering within hardware. This presentation highlights the advantages of hardware acceleration within mobile handsets, the limitations of software acceleration, and how hardware-accelerated 3D graphics rendering will propel the wireless 3D gaming market.

Planning Ahead, Sponsored Session – All

THE NEXT GENERATION OF N-GAGE

Gregg Sauter

N-GAGE NOKIA

1-1:30pm • Room 134, North Hall

Nokia's new N-Gage games platform will bring a premium mobile gaming experience to tens of millions of advanced mobile devices, ushering in a new era for the mobile games industry. Come see how the world's largest manufacturer of mobile devices will deliver this global platform, which promises new ways to discover, purchase and share gaming experiences.

Game Design, Sponsored Session – All

DEVELOPING NEXT GENERATION MOBILE CONTENT FOR NOKIA PLATFORMS

Michael Bergen

N-GAGE NOKIA

2-2:45pm • Room 120, North Hall

Nokia is enabling the mobile games industry with high quality solutions, making games development on mobile platforms easy and efficient. Learn how to get access to the different developer offerings, what's in them and how to get access to them. Get to know all about the new N-Gage platform and how it will affect your business as a developer.

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Planning Ahead/Production, Lecture – All

DO YOUR HANDSET PORTS IN MINUTES! A LESSON IN STREAMLINED DEVELOPMENT AND PRODUCTION FOR THE FORWARD-THINKING DEVELOPER

Guido Henkel

2-2:45pm • Room 125, North Hall

Developing games for the mobile market is challenging in many ways. With literally every phone handset having its own technical specs and quirks, and featuring a variety of operating systems, one of the biggest challenges for successful developers in this field is to overcome these differences and create code that is easily portable into all environments without sacrificing performance. This session explains techniques used by professional developers in the mobile space that ensure a high level of portability while allowing to make full use of each target's idiosyncrasies and features. It illustrates in concise examples how to optimize the production pipeline and how to build code and frameworks that can be ported to virtually any platform easily and efficiently.

Planning Ahead, Lecture – All

IT IS OKAY TO TOUCH YOUR CUSTOMERS

John Szeder, Tom Hubina

2-2:45pm • Room 134, North Hall

The production quality of mobile games continues to increase and the capabilities of the handsets continue to improve. The market penetration into the consumer audience, however, has failed to move measurably in the past year or more. What can mobile game developers do in order to increase their "three Rs:" Relevance, Revenues, and Repeat Business? This presentation examines different ways for game developers to touch their customers, and how that can be important to their future and the future of the entire mobile marketplace.

Production, Lecture – Intermediate

MASS MULTIPLAYER MOBILE GAMES AND COMMUNITIES CASE STUDY: PATH OF A WARRIOR

Kyu C. Lee

2-2:45pm • Room 124, North Hall

PATH OF A WARRIOR has been one of the most successful mobile mass mulitplayer title in Korea, bringing in advanced technology, new business models, and large community into the mobile sector. In this session, PATH OF A WARRIOR is broken down into elements on how its success could be achieved from the beginning. Attendees obtain an understanding of what is important in developing a network mobile game, what kind of billing model should be used, and also what should be provided to grow a community around a mobile game. A sneak peek into the sequel of this game is offered.

3D & Programming, Tutorial – Intermediate

PREMIUM PHONE GRAPHICS: THE NEW GENERATION OF MOBILE 3D GAMING

Gareth Vaughan

2-2:45pm • Room 110, North Hall

M3G (JSR-184) has brought 3D graphics to the masses. With hundreds of phone models, many of them mass-market devices, the standard offers a massive market for 3D game developers. Work is now underway on M3G 2.0 which will make the advances features of OpenGL ES 2.0 hardware available to Java game developers. ARM, M3G engine vendor and member of the M3G 2.0 expert group, presents an overview of the new standard paying particular attention to the new features available in version 2.0. and shows some example content that show how the new features can be used to develop beautiful mobile games.

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Game Design, Sponsored Session – All

DEVELOPING A CONNECTED MOBILE GAME FOR J2ME HANDSETS USING SNAP MOBILE: AN EASY STEP-BY-STEP GUIDE

N-GAGE NOKIA

Matt Levy

3-3:45pm • Room 120, North Hall

Want to know how to make connected mobile game development a SNAP? In this talk Matt Levy shows how to turn a stand-alone Java game into a feature-rich connected mobile game using SNAP Mobile to add multiplayer and community features, such as friends list, presence, chat, rankings, and multiplayer gameplay across operators.

Production, Lecture – All

FINDING THE FUN FIRST: AN AGILE MOBILE GAME DEVELOPMENT CASE STUDY

Jeferson Valadares

3-3:45pm • Room 124, North Hall

The most important – and difficult – part of game development is to get the core of the gameplay right, find that magic that makes it fun. It doesn't matter how well the game is executed if it is missing that essential ingredient that hooks the player to come back for more. Agile Game Development is gaining ground, particularly a method called Scrum. Basically, Scrum is about delivering a new playable versions in short iterations and seeing if it is any fun or not. You are iteratively looking for the fun, the core of the game, before you start building all the fancy (and expensive) meat on top of the bones. But Scrum is no silver bullet. Agile can fail just like any other approach. There are pitfalls to avoid and to overcome to succesfully navigate a Scrum project.

3D & Programming, Tutorial – Intermediate

MOBILE 3D HARDWARE: THEY'RE NOT LITTLE PCS!

Stephen Wilkinson

3-3:45pm • Room 110, North Hall

Mobile devices are rapidly approaching the hardware capabilities of early hardware accelerated PCs, circa the late 1990s. However, these new devices are far from miniature PCs – they are high performance, low power devices with specific tradeoffs and architectures that are quite distinct. This presentation describes common mobile 3D tile-based architectures, how they work, as well as what you need to know to get them to perform at their best!

Game Design, Lecture – All

USING TOUCH, SIGHT, AND GESTURE IN MOBILE GAMES

Paul Coulton

3-3:45pm • Room 134, North Hall

One of the limiting factors for mobile games development is the limitations of the standard ITU-T keyboard which is the main interface for the vast majority of mobile phones. However, the convergence of the mobile phone with other technologies, such as RFID/NFC, cameras, and 3D motion sensors, we have the opportunity to use new relational interfaces based on touch, sight, and gesture to create new and exciting game play experiences for mobile games players. This talk presents examples and demonstrations for these new interfaces together with details of the user experiences of these interfaces.

Planning Ahead, Lecture – All

WHY WE SOLD: PREPARING FOR THE FUTURE OF MOBILE GAMES

Oliver Miao

3-3:45pm • Room 125, North Hall

After running an independent mobile games developer and publisher for the past five years, the co-founders of Centerscore finally sold their company. The four founders have ridden many ups and downs since the start of mobile games in the U.S., so why did they decide to sell now? This presentation gives a personalized look at the evolution of the mobile games industry and where it may be headed next. It also highlights specific future dangers and opportunities in the industry, while giving a rare look inside the M&A process.

COFFEE BREAK

3:45-4:05pm

3D & Programming, Tutorial – All

KHRONOS OPENKODE FOR PORTABLE NATIVE MOBILE MEDIA APPLICATIONS

Neil Trevett

4:05-4:50pm • Room 110, North Hall

Graphics and media acceleration in mobile handsets is one of the largest ever opportunities for both the hardware and software industries – but is being held back by fragmentation due to a lack of coherent native application software infrastructure. The Khronos Group is creating a royalty-free ecosystem of API standards for advanced dynamic media on handheld, console and embedded devices to provide the media acceleration foundation to turn this opportunity into economic reality. The presentation covers the key features and roadmap the newly announced OpenKODE initiative that is creating a native API suite to provide similar functionality to DirectX but in a cross-platform, open, royalty-free standard that will be streamlined for mobile devices. OpenKODE is being designed to enable sophisticated mixed media acceleration to enable handheld devices to deliver rich end-user experiences.

Game Design, Lecture – Intermediate

USABILITY TESTING FOR MOBILE GAMES

Wendy Boucher-Fischer

4:05-4:50pm • Room 124, North Hall

This presentation presents usability testing for games designed for mobile devices. The focus in on discount usability evaluation techniques that contribute to improvements of usability of the game but also do not lengthen the development time. The presentation includes:

- An overview of how to conduct a think-aloud usability test for a mobile game
- An overview of a paired usability test
- An example of a hybrid usability test using a think aloud protocol and a paired user test for a multi-player mobile game that interacts with live TV
- How to set up an inexpensive usability lab for usability testing of mobile devices

Deals & Distribution, Lecture – All

FROM THE BIG SCREEN TO THE SMALL SCREEN: LEVERAGING CONSOLES TO MARKET MOBILE GAMES

Tim Mulligan

4:05-4:50pm • Room 125, North Hall

With mobile gaming becoming more and more popular worldwide, companies are looking for new ways to leverage existing intellectual properties in the emerging medium. Using Electronic Arts' Madden and Fight Night Round 3 as case studies, we'll discuss new ways to elevate mobile games by partnering with their console counterparts. The session covers how to secure a bigger mobile budget by tapping into the existing project funds as well as mobile marketing strategies such as knowing when to partner with the console team, when to venture out on your own, and how to make mobile games more appealing in a next-gen market. It also explores ideas on how to plan, coordinate, and maximize mobile opportunities at product showcase events that are focused on consoles. Make sure that your mobile title doesn't get lost in the shuffle.

Game Design – All

MOBILE GAME INNOVATION HUNT

Moderators: Matthew Bellows, David Collier
Judges: Joe Ariganello, Yong Bo Cho, Levi Buchanan, Jérôme Le Feuvre, Neil Trevett

5-6pm • Room 134, North Hall

The Mobile Game Innovation Hunt will give 12-15 mobile developers and publishers the opportunity to pitch their most innovative game to a panel of expert judges and the audience in three-minutes! By taking part, participants get their game in front of an expert audience and get direct feedback from these market leaders and decision makers about their work. With a beer on hand, vote for your favorite innovative game! This session promises to be loads of fun, you won't want to miss it!

Planning Ahead, Sponsored Session – All

PRE-LOADS, ON-DECK AND OFF-DECK: A CLOSE LOOK AT MOBILE GAME MERCHANDISING

Jerry Rocha

4:05-4:50pm • Room 120, North Hall

In the retail environment, grabbing a coveted position for your product front and center of the shelf, aisle or checkout stand is critical. That same strategy applies in the mobile games industry where titles with top placement on carrier decks are rewarded with a boost

in sales. And then there is merchandising of game titles on pre-load decks as well as off-carrier decks. In this session Telephia will provide a comprehensive, research-driven overview of the various merchandising options game publishers face and their effectiveness. Telephia will examine:

- Overview of mobile game market after the 2006 holiday season: revenue performance of various publishers and titles
- Pre-loads: getting cozy with manufacturers
- On-deck placement: are you getting the share of shelf you need? How much does it matter?
- Off-deck: how big is the off portal market?

TUESDAY, MARCH 6

Keynote – All

THE FIRST DECADE OF MOBILE GAMES

Robert Tercek

9-10am • Room 134, North Hall

Next year, 2008, will mark the 10-year anniversary of the first games for mobile phones. What can we learn from the first decade of this new platform? What will come next?

In his keynote address, Tercek traces the major milestones in the evolution of a new medium. This keynote speech provides examples of the games which signify the turning points, breakthroughs and pitfalls of the recent past as well as an analysis of the trends and emerging developments which herald a major shift in the mobile games market of the near future. This talk will take a global perspective on the mobile gaming phenomenon, and will provide an introductory context for the themes of the rest of the day's events. Don't miss this session's intriguing glimpse at the next wave of wireless innovation.

10:10-10:30am

COFFEE BREAK

Sponsored by: MOTODEV The Motorola developer network

Game Design, Roundtable – All

THE IMGA 2006 EDITION: RESULTS AND OUTLOOK

Maarten Noyons

10:30am-11:15am • Room 110, North Hall

This session starts with an overview of the International Mobile Gaming Awards (IMGA), what it has achieved, who's participated, and what the trends are. The future outlook and launch of the 2007 edition of the IMGA are also addressed.

Game Design, Lecture – All

CREATING DUKE NUKEM MOBILE

Andreas Vasen

10:30-11:15am • Room 125, North Hall

This session offers a postmortem on what went right and wrong in the development of DUKE NUKEM MOBILE and details its scalability across a wide range of mobile devices. DUKE NUKEM MOBILE, DUKE NUKEM MOBILE 3D and DUKE NUKEM: BIKINI PROJECTS are critically acclaimed adaptations of the Action Super Hero's PC Universe. This session includes a sneak preview of PREY MOBILE.

DUKE NUKEM MOBILE
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Vision, Panel – All

FLASH ENABLED CONTENT: ITS FUTURE & IMPACT ON THE INDUSTRY

Moderator: David Collier

Panelists: Brian Burke, Bill Perry, Mike Yuen

10:30-11:30am • Room 134, North Hall

In the last two-years, flash content has taken off in Japan with more than 70 percent of its population owning flash-enabled phones. The mobile game community in the U.S. is trying to replicate that success and is beginning to make inroads in this area.

This panel session offers insights on how flash content can potentially reshape the mobile content business and help the industry grow. The panelists discuss how flash is not just about flash games, but how it is also used to promote games, mobile game marketing initiatives, and to develop new content–such as social game communities and integrated games/screensavers in Asia. In addition, they will address handset user interface issues, Flash Lite compatibility with other technologies, and how the development cost compares with high-end mobile 3D games.

Production, Sponsored Session – All

REAL WORLD EXPERIENCES: NVIDIA MOBILE DEVELOPERS SPEAK OUT

Brian Brunings

10:30-11:30am • Room 120, North Hall

Listen to practical and informational experiences in hardware accelerated content development from NVIDIA's talented developers – your industry peers. Learn from those who have made the leap past current handsets, why they did it, how they are making money and what the future holds for mobile developers. Presented by NVIDIA Handheld Developer Relations team and various mobile developers.

3D & Programming, Lecture – Intermediate

3D CONVERGENCE: CROSSING LANGUAGE AND PLATFORM BOUNDARIES

Jani Kajala

11:45am-12:30pm • Room 125, North Hall

The session provides real-life insights for 3D-mobile developers trying to find synergies between a wide range of platforms. Covered platforms include devices ranging from high-end PlayStation Portable to Symbian OpenGL ES smartphones to more lower-end JSR-184 Java-only phones. This presentation includes practical views to tool and 3D-engine architecture design, and shows how to make your 3D content tool-chain and engine prepared for future mobile phones with programmable GPUs and other fancy stuff, without losing the compatibility to present generation handsets. The possibilities and limitations for sharing code and tools between native platforms and Java M3G/JSR-184 productions are also discussed.

Game Design, Lecture – Intermediate

MOBILE GAME DEVELOPMENT: ARE WE HAVING FUN YET?

Mark Stephen Pierce

11:45am-12:30pm • Room 124, North Hall

This presentation offers a blend of an industry veteran's perspective on the state of mobile games. Strong focus is provided on both succesful design and production trends. Using current and upcoming mobile game titles, both original IP and licensed, this session discusses the advantages, challenges, and risks of implementing the fun elements into mobile games. Proven quick-play, casual game, design techniques learned from unique coin-op experience are also referenced. The overview provides the high level business trends, current best development practices and trends, and a review of fun mobile titles and the features that make them fun.

Who's winning? Have you checked the score lately?

November 2006

Top 5 Devices Used to Download Games

Motorola RAZR	Motorola E815	LG VX5200	Sanyo MM-8300	LG VX8100

Top 5 Game Titles by Deck Placement

Title	Publisher
Ms. PAC-MAN	Namco
Scarface	mDisney/Starwave
Who Wants To Be A Millionaire?	Capcom Entertainment
Bejeweled	EA Mobile
Tetris	EA Mobile

Downloaded Games by Gender

54.7% Men
45.3% Women

November 2005

Top 5 Devices Used to Download Games

Motorola RAZR	LG VX6100	Motorola V551	Motorola i710	LG V180

Top 5 Game Titles by Deck Placement

Title	Publisher
World Poker Tour - Texas Hold 'Em	MForma*
Monopoly Tycoon	MForma*
Zuma	Glu Mobile
Bejeweled	JAMDAT*
JAMDAT Mahjong	JAMDAT*

* MForma is now Hands-On Mobile. JAMDAT is now EA Mobile.

Downloaded Games by Gender

60.7% Men
39.3% Women

The mobile game industry is anything but casual. It's serious business. You must constantly check your game plan against the changing environment — or risk defeat.

Whether it's developing for the right platforms or forging the right alliances, survival depends on having the best intelligence. That's why over 100 major industry players use M:Metrics data and insight to align strategy and inform tactics.

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Deals & Distribution, Panel – All
THE GOLDEN NICKEL: MOVING BEYOND 5% MARKET SHARE
Moderator: Shalom Mann
Panelists: Nicolas Beraudo, Virginie Grange, Scott Rubin, Leighton Webb
11:45am-12:30pm • Room 134, North Hall

The mobile gaming audience has been hovering around 5-7% of the install base and showing no real immediate signs of growth. Yet, the online causal game market is growing by 15-20% yearly and showing no signs of slowing down. The console sector is expected to grow again with Nintendo inviting audiences to play games in a brand new way, and all three major systems having a digital download service. Is 5-7% the best that the mobile gaming market can do? Can mobile game developers and publishers help expand the marketplace on their own? Can new users be introduced to mobile gaming through better game design? This session brings together designers, producers and executives from leading mobile game publishers and developers to discuss their theories on how they can unlock the potential mass audience that so far has eluded us all.

Game Design, Sponsored Session – All
THE NEW N-GAGE SDK, DEVELOPMENT TOOLS AND PLATFORM
N-GAGE NOKIA
Peter Lykke Nielsen
11:45am-12:30pm • Room 120, North Hall

Get an indepth look into the new N-Gage SDK and development tools and environment. See how the technical and business ecosystems are working together and learn about the important improvements that have been made and how to get technical support.

Planning Ahead, Roundtable – All
EVOLVING LANDSCAPE OF MOBILE GAMING
Seamus McAteer, Paul Maglione, Robert Tercek
11:45am-12:30pm • Room 120, North Hall

In this roundtable, industry heavyweights discuss the problems plaguing the mobile game industry in the last two years. The participants will focus on the growth, consolidation, lack of innovation, emerging trends, and the future of mobile entertainment.

Planning Ahead, Sponsored Session – All
WINDOWS MOBILE: SHAPE THE PLATFORM!
Brian Lio
1-1:30pm, Room 134 • North Hall
Windows Mobile

This is your chance to help shape future version of the Windows Mobile platform. Come give us feedback on what you like, what you don't like and what you want to see in future version of Windows Mobile. In return for your valuable feedback we will be giving out some great prizes.

Deals & Distribution, Roundtable – All
CROSS-PLATFORM COMMUNITY GAMING
Tom Sperry
2-2:45pm • Room 110, North Hall

This roundtable session discusses the business challenges and technological conditions for building and managing mobile communities. An outline on how to create integrated social applications that link several mobile platforms with each other and to the PC and how this maximizes the developer's revenue is offered. Examples of successful community applications underline these key findings:

- How to build mobile community games?
- Integrated games on multiple platforms
- Business models for connected mobile community games

Game Design, Lecture – All
MAXIMIZING MEANING: PRACTICAL USES OF SEMIOTICS FOR BETTER MOBILE GAME DESIGN
Petri Ikonen
2-2:45pm • Room 124, North Hall

The limitations of the platform--small screens, tiny jar sizes, lack of heap memory and low processor power--characterize the creative process of making mobile games. These limitations too often lead developers to make sacrifices with regard to the amount and scope of the content. One possibility to deal with the challenge is to approach it from the perspective of semiotics. Semiotics is the study of signs and sign systems and it includes the study of how meaning is made and understood. This presentation shows that a semiotic point of view gives a designer some practical tools to manipulate and maximize meaning in a game by using some interesting techniques and theories.

Deals & Distribution, Lecture – Intermediate
MOBILE GAMES: A STRATEGIC REVIEW OF THE SECTOR
Paul Heydon
2-2:45pm • Room 134, North Hall

A top line review of the mobile game sector including key growth factors, valuation, mergers and acquisitions, fundraising, future trends, and opportunities. The review includes the following sub-sectors: MMOG, casual games, multiplayer games, middleware/technology, in-game advertising and aggregators/distributors.

3D & Programming, Lecture – Intermediate
SUPER J2ME GAMES – SIZE AND PERFORMANCE
Stephen Cheng, Simon Robinson
2-2:45pm • Room 125, North Hall

This session dissects the problems and presents solutions for the size and performance constraints imposed by handsets on J2ME games. Mass consumer devices such as Nokia Series 40 are constrained by their prices and build costs, therefore they have very limited memory and processing power. These constraints ultimately limit what you can do in a J2ME game. On the other hand, even if you are developing a 3D content rich game targeting the latest handsets, it is still a big challenge to achieve a reasonable FPS. This session provides the audience with in-depth technical knowledge, tools, and a catalogue of successful optimizations to develop the best J2ME games.

Game Design, Sponsored Session – All
WINDOWS MOBILE GAME DEVELOPMENT: OPPORTUNITY, TOOLS, AND PLATFORM
Brian Lio
2-2:45pm • Room 120, North Hall
Windows Mobile

Learn about game development on Windows Mobile. This session covers the current set of tools and technologies for developing games on Windows Mobile. It also covers the extensive opportunities available for Windows Mobile games from certification to publishing and distribution.

Audio, Tutorial – Intermediate
ADVANCED AUDIO THROUGH BREW: TIPS AND TRICKS
Howard Yeh
3-3:45pm • Room 124, North Hall

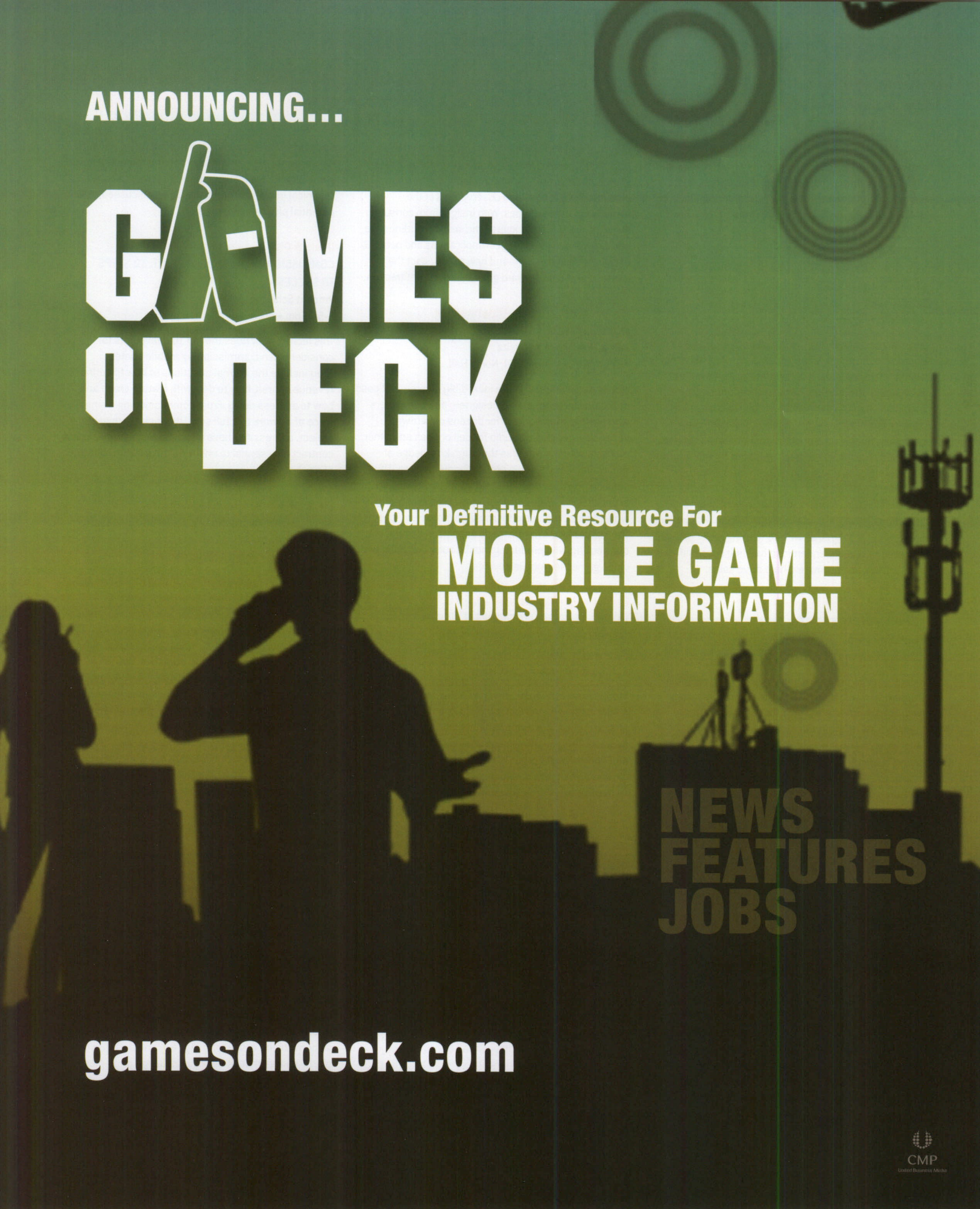
Mobile games are no longer limited to simple sounds. Attend this session to find out how to take advantage of features such as layering, downloadable sounds, and positional audio through BREW. The BREW programming environment is not straightforward, so this session presents various tips, tricks, and work-arounds for issues developers face when working in BREW. The session includes actual code examples and demos running on commercial handsets so that you can add compelling audio to your mobile game.

Game Design, Sponsored Session – All
FLASH LITE IN GAMING: WHAT'S THE OPPORTUNITY?
Anun Murarka
3-3:45pm • Room 120, North Hall
Adobe

Attend this session to better understand what the opportunity is for game developers using Flash Lite technology, as well as, Flash Lite's penetration in the mobile devices industry. Also covered will be how to repurpose Flash on the desktop to Flash Lite and what the developer workflow to create compelling user experiences on mobile devices is.

Planning Ahead, Roundtable – All
MOBILE SOCIAL ENTERTAINMENT
David Collier
3-3:45pm • Room 110, North Hall

Social software is breaking through on mobile! To ignite a discussion, DC briefly shows three new services from Japan that have been breakaway hits this year. Blending games, homepages and community,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these services are a new type of connected mobile entertainment. Games sure, but lots else too. GDC is the only place where people from all over the planet can talk about unique applications in their region, and we'll make sure everyone gets networked together.

Deals & Distribution, Lecture – All
PUBLISHING AND MARKETING BLOCKBUSTER CONTENT ON MOBILE
David Gosen
3-3:45pm • Room 134, North Hall

Securing and delivering top entertainment licenses and successful franchises has become an integral part of almost every studios' mobile strategy; however, not every popular brand will become a instant successful on mobile. Rapid growth in the mobile sector, as well as an influx of new mobile content has created a necessity for strong, impactful marketing campaigns, and special emphasis should be placed on working with key strategic partners, and co-marketing sponsors who can extend your reachamong targeted audiences. This session covers marketing strategies behind blockbuster content and detail how SMS marketing and pre-order campaigns, as well contesting, sweepstakes and promotions are endemic to building successful mobile titles and ultimately help drive sales.

3D & Programming, Lecture – All
SO YOU WANT TO GET PRELOADED
Peter Ahnegård
3-3:45pm • Room 125, North Hall

Mobile phones are a vital communications tool today. Offering so much more than verbal communication they are a multifaceted link into our social and business life offering us entertainment services, e-commerce and mobile business solutions in one compact device. Gaming is an integral element of the mobile entertainment package and the demand for content is still growing. Technological advances in mobile phones have increased the consumer's demand for more sophisticated gaming content. This session gives concrete examples of selection processes for preloaded games and extended offerings and also examine different go-to-market opportunities now and in the future.

COFFEE BREAK
3:45-4:05pm

Deals & Distribution, Panel – All
EVOLUTION OF CASUAL GAMES
Harold Zeitz
4:05-4:50pm • Room 134, North Hall

More than 100 million consumers are playing PC casual games today. The ongoing innovation and evolution of casual games development has extended the audience to a mainstream demographic never before reached in the traditional video game history. This diversification presents a wealth of opportunity for developers and publishers, and will further contribute to the massive growth of the overall gaming industry. This presentation discusses predictions and observations of the evolution of casual games. With insight from consumer surveys and industry experts, the session outlines the sociological and physiological implications and benefits of playing casual games, and how they impact the industry as it looks toward growth and market traction.

Mobile: Audio, Lecture – Intermediate
MOBILE AUDIO HAS GONE BIZERK!
Jesse Holt, Steve Horowitz
4:05-4:50pm • Room 124, North Hall

Mobile audio standards are incredibly diverse and pose many problems for sound designers and composers who provide their content for dozens of hardware variations. Developing audio for cell phones and other mobile platforms requires thorough knowledge of the available tools audio professionals can use. This session helps sort out the best ways to deliver your artistic vision while addressing the problems faced when developing audio for multiple mobile devices. The lecture also offers various aspects of developing, distributing, and producing mobile audio focusing on video games for mobile devices.

Game Design, Roundtable – All
MOBILE INTERACTIVE STORYTELLING: WHAT IS THE PATH?
Stephen Dinehart
4:05-4:50pm • Room 110, North Hall

Stories are everywhere, and now they can live in a player's pocket. Mobile media brings a whole new set of issues to the table that traditional storytelling cannot address. This roundtable discussion focuses on where and how mobile storytelling can take place. Attendees try and answer the question, what is the balance between games driven by pure mechanics, and those that provide in-depth story? Bring your best ideas and a notebook.

3D & Programming, Lecture – Intermediate
PROGRAMMING NETWORKED MOBILE GAMES (THAT HAVE A REASON TO BE CONNECTED)
Michael Foster
4:05-4:50pm • Room 125, North Hall

Utilizing the unique network capabilities of the mobile platform is a crucial aspect of mobile game development. In the past, turn-based multiplayer games and high score submission boards were enough to satisfy the public's thirst for networked mobile gaming. As wireless network technology has matured, however, real time multiplayer has become a holy grail for publishers, carriers and gamers alike. But 3G isn't here yet for everyone–so how can we take the networking infrastructure we've already got beyond asynchronous multiplayer gaming and simple score tracking? This lecture focuses on three potential solutions: downloadable reward structures, network-delivered supplementary content and remotely stored game assets. Each are examined, with successful technical implementation strategies discussed, and potential pitfalls addressed.

Deals & Distribution, Lecture – All
COMMISSIONING MOBILE CONTENT: 10 STEPS TO SUCCESS
Vincent Scheurer
5-5:45pm • Room 134, North Hall

This lecture describes the top 10 deal points to consider when commissioning mobile content. They include the eternal questions of how to define revenue shares, how to deal with feature creep and how to address delay. From commissioning a single piece of artwork to a full scale multi platform game project, addressing these issues in the commissioning contract is essential to ensuring the smooth running of a project.

Planning Ahead, Lecture – All
MOBILE EMPOWERMENT IN EMERGING MARKETS
Craig Smith
5:00-5:45pm • Room 125, North Hall

At a time when wireless is the driving force in global business, gaming is driving wireless. However, in order to succeed in this new environment, wireless gamers must not just entertain users but empower them. The speaker, a former Harvard professor of technology policy, describes how games empower and why empowerment will determine winners and losers in the rush to win loyalty cell phones users among the second billion cell phone customers in emerging markets. The key, is to develop cross-platform games that empower as well as entertain. This session presents a formula for gaming business models that can succeed in the two areas where the global competition in mobility is hottest: lower middle class users in India, China and other key emerging markets.

Game Design, Roundtable – All
THE UNTAPPED MARKET OF ONE BUTTON MOBILE GAMES: REACHING GAMERS WITH DISABILITIES
Michelle Hinn, Richard Van Tol
5-5:45pm • Room 110, North Hall

Members of the IGDA Game Accessibility Special Interest Group present a roundtable discussion on how the mobile games industry may already be meeting the needs of some gamers with disabilities without knowing it and how the industry can continue designing games in this forward-thinking direction. Information on the convergence of gaming trends such as convenient, casual gaming (e.g. one button mobile phone games that use the same design principles as "one switch/button" games for those with mobility disabilities) are presented to help attendees better understand that game accessibility can mean new innovations in game design.

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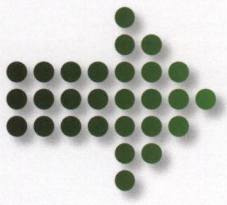

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SERIOUS GAMES SUMMIT

It seems like only yesterday we were producing the first Serious Games Summit (SGS). Now we're holding our fourth consecutive event at GDC and I am as excited as ever.

This year's curriculum speaks significantly to the GDC theme of Take Control. We have assembled content that focuses on taking stock and setting the agenda for the serious games field for the coming year. Four guiding principles guide the content development for Serious Games Summit GDC:

1. Enabling Better Serious Game Developers
The GDC most of all is about making better games and game developers. To do that the SGS has several sessions designed to inform and inspire you to make better serious games.

2. Tightening the Links between Commercial Games & Serious Games
Serious games draws its core strength from the innovations and resources we carry over from traditional entertainment games. From our lead keynote to several major sessions, this year's SGS will help keep the bonds between serious games and general entertainment as tight as ever.

3. Facing Up to Our Current Growth Challenges
SGS GDC is a time to also look inward. To ask what's wrong with the field, and seek to develop consensus and strategies that address the challenges facing such a novel field.

4. Stretching the Boundaries of What Games Can Be
Most of all, SGS GDC plays a critical role in reminding all developers that games can be many things. By innovating and shining a spotlight on new uses for games we show that games can be simply... more.

On behalf of our faculty and the SGS Board of Advisors I thank you for the role you play in making SGS GDC an important element of the largest gathering of commercial game developers every year.

And Remember: All Games Are Serious.

– Ben Sawyer
SGS Chairman

MONDAY, MARCH 5

Keynote – All
SERIOUS GAMES SQUARED

Ichiro Otobe
9-10am • Room 135, North Hall

What happens when serious games get backed and powered by a leading game company and what can we learn from it? In March 2006, Square Enix announced it was forming SG Lab, a serious games oriented joint venture with Gakken a major textbook publisher in Japan. This announcement marked a specific point in the growth of the serious games field as it was entered directly into by one of the most respected game developers in the industry. Little to date has been released about the effort beyond its initial announcement and the venture's corporate Web site: www.sg-lab.net.

In the opening keynote, Mr. Otobe will detail the thinking and the efforts that went into Square Enix's entry in the serious game business. He will focus on how the company is reconciling the economics and approaches from commercial entertainment with the realities, challenges, and opportunities from serious game sectors including education, health, and more. His talk will also feature demos of prototype games and of titles under development. This keynote offers a unique opportunity to identify how other large commercial entertainment companies can orientate themselves towards new markets serious games offer. It also provides a glimpse into the design, philosophy, and production approaches for serious games that can emerge from studios comprised of the talent and culture behind some of the game industry's top titles.

COFFEE BREAK
10:10-10:30am

Assessment & Results, Lecture – All
ERASING THE DELTA: CREATING GAMES WHERE THERE IS NO GAP BETWEEN PLAY AND A SPECIFIC TASK

Larry Holland, Jane McGonigal, Leighton Read, Ross Smith
10:30-11:30am • Room 132, North Hall

It was recently pointed out that most serious game designs involve the idea that you play a game and then do something as a result. There is a built-in delta between the act of playing a game and whatever the non-entertainment resultant is meant to be. It has also been said that play and work need not be different. We also know that the experiences we have in some games feel like work or it offers an immediate payback (e.g. communicating with someone during a game). With this as a backdrop, this panel session looks at a distinct but not well defined aspect to serious games: What are the means by which we design games where the delta between what you accomplish by playing goes away and the space between doing something in a game and accomplishing something important in the "real world" is one-in-the-same?

Such games already exist in various forms but they are few and far between and identifying real-design doctrine or models for them hasn't been done (save perhaps for some ARGs). Besides opening their minds to a new idea for serious games attendees, this session will provide thoughts about how to erase the delta between games and work.

Assessment & Results, Lecture – All
TWO REPORTS BUT WHAT NOW?

Michelle Lucey-Roper, Alicia Sanchez
10:30-11:30am • Room 135, North Hall

In 2006 two major organizations, The Federation of American Scientists and FutureLab, released reports covering how games and learning offer great potential to their respective nation's educational systems. These reports which garnered substantial media attention represent some of the more comprehensive pieces of public advocacy and policy advice for games-based learning. This session offers a look at each report but asks of their sponsors and the audience:

- What now?
- How do we build on both the findings and momentum of each report to generate new success either in the general advocacy for serious games or by implementing any of their specific suggestions?
- What new work of similar style, substance, and attention is needed?

Game Design, Tutorial – All
LIGHTWEIGHT AND INNOVATIVE MMP TECHNOLOGIES FOR SERIOUS GAMES

Tim Holt
10:30am-12:30pm • Room 133, North Hall

The idea of doing a massively multiplayer game for serious purposes is well discussed in the serious games market. However, most of the ideas bandied about seem to focus heavily on high-end solutions which involve full-on 3D worlds and custom clients. Large amounts of academic study seems to also have focused heavily on a select few leading games such

as World of Warcraft. Is this really the future for serious game based MMP projects? We don't think so...

This two-hour tutorial covers an array of MMP technologies, games, and sites that many have never heard of but which offer ideas, inspiration, paths, and models for possible serious game MMP projects that are much more realistic when actual budget, timelines, and player hardware is considered. Rich with examples and demos, the talk covers not only a multitude of boutique MMPs like Club Penguin but also looks at other means by which people are creating "MMP styled" projects that mix games with social networking to create new forms of communication, play, learning, and work.

Behind the Game, Panel – Intermediate
3UP/3DOWN
Jim Parker, Jesse Schell, Roger Smith, Richard Van Eck, Doug Whatley
11:45am-12:45pm • Room 135, North Hall

Last year's Serious Games Summit GDC featured an introspective session titled, "What's Wrong With Serious Games," where panelists used the time to focus on what problems existed in the space as means of keeping what is otherwise an extremely upbeat gathering honest. This year offers a new session to fuel such introspection titled 3up/3down.

A group of serious games stalwarts will each present their own list of three positive developments in the serious games space during the past year and three negative developments. In the case of the negative developments each member will also offer one potential way of solving the problem identified. In all cases the panelists will be pressed to avoid the obvious conventional wisdom statements such sessions could motivate.

Assessment & Results, Panel – All
TESTING ASSUMPTIONS: CREATIVE APPROACHES TO GATHERING EVIDENCE OF SERIOUS GAME IMPACTS
Carrie Heeter, Caitlin Kelleher, David William Shaffer, Richard Van Eck, Brian Winn
11:45am-12:45pm • Room 132, North Hall

Serious game designers are dreamers. They believe in the transformative power of this evolving medium to inspire, to engage, to move players from novice to expert, to empower, to persuade, to communicate cultural values and professional practices. Grand expectations inspire creation, but designers, funding agencies, and adopters of serious games must seek evidence of observable outcomes.

This panel explores creative yet practical solutions to measuring cognitive, emotional, health, and social impacts of a serious game, both during the design process and once the game is released. Five academics actively involved in serious game design and research discuss their own internal assessment process and what forms of evidence could be considered reasonable to validate serious game design goals.

Assessment & Results, Group Gathering – All
GROUP MEET-UP: BUSINESS DEVELOPMENT
Gerard Lafond
1-1:50pm, Room 133, North Hall

This session consists of a lightly moderated discussion on business development.

Assessment & Results, Group Gathering – All
GROUP MEET-UP: RESEARCH & ASSESSMENT
Alicia Sanchez
1-1:50pm, Room 132, North Hall

This session consists of a lightly moderated discussion on research and assessment.

Game Design, Lecture – Intermediate
Labyrinth: KEEPING THE PLAY IN LEARNING GAMES
Kristina Drzaic, Dan Roy
2-2:30pm • Room 133, North Hall

Labyrinth is currently being developed collaboratively by MIT's Education Arcade, Fablevision, Maryland Public Television (MPT) and Johns Hopkins Universtiy. Labyrinth is a multi-player puzzle adventure game, promoting math and literacy skills, and targeting middle-school students. The game explorea new approaches to storytelling, player collaboration, and pedagogy. Delivered both online and on handheld devices, it also represents a new distribution model. Unlike many learning games that attempt to recycle classroom activities in interactive form, Labyrinth seeks to engage students in authentic play, and to help them build intellectual scaffolding that will benefit their formal academic learning.

Behind the Game, Lecture – All
MAKE-A-GAME: A GAME MAKING COMPETITION FOR HIGH SCHOOL STUDENTS IN THE NETHERLANDS
Niels ter Meulen
2-2:30pm • Room 132, North Hall

The SURFnet and Kennisnet collaboration programme aims to develop educational Internet applications for the Dutch education community. Within this programme several projects specifically aimed at the use of games in education have been undertaken in the last three years. This case study provides insight into the results of one of these projects: The Make-a-Game game maker contest. The contest was organized as a pilot in 2005/2006. Teams of two to five high school students and one teacher were challenged to make a game to be used in an educational context, using gamemaker software. The games were judged on playability and fun by fellow students and on its educational value by teachers. This case study describes how the competition came about, how it was set-up, the challenges faced during the competition, and the overall quality of games produced.

Game Design, Lecture – Intermediate
SERIOUS GAMES NEXT-GEN
Rob Gruhl, Peter Smith
2-3:30pm • Room 135, North Hall

As the next generation of consoles launch and the current generation of portable consoles expands their user base we are at the perfect time to explore the alternative serious applications of next-gen gaming platforms. Unlike previous generations the current hardware systems on the market now all have a variety of ways to be used for purposes beyond entertainment. Thus, the purpose of this session is to offer a grand orientation, tutorial, and discussion of how to utilize next-gen platforms for serious purposes. Serious Games Next Gen will include the following important elements:

- Microsoft's XNA platform for Xbox Live allows you to create games for the Xbox 360. While the games can not be launched outside of an exclusive club of XBox Live members, the fact is everyday users can now create content for the Xbox 360 platform and launch it. This not only allows people to explore development on the console but small select groups of users can be targeted for testing allowing for pilot research as well.
- The PS3 allows for alternative linux-based operating systems to be installed and operated with consent of Sony. While this process doesn't give you access to all of the PS3's architecture it does create new possibilities to distribute software applications to users who own a PS3. During this session, Peter Smith, of University of Central Florida and the Serious Games Initiative, will explain how to install Linux on the PS3 and summarize the current state of Linux development specific to the PS3.
- The Nintendo Wii and Sony Six-Axis controllers offer new styles of user input not previously prevalent in gaming. Their wireless motion-sensing capabilities have now been unlocked for normal PC development. If you wanted to experiment with these new controllers you can install specialized drivers and other third-party applications and begin designing PC-based applications which can take advantage of the motion-sensing controllers now offered for next-gen consoles. The session will offer a tutorial on the various software drivers and applications needed to do this.
- The Nintendo Wii, Sony PS3, Sony PSP, and Nintendo DS all offer Web browsers for their hardware. While browsing Web content is still ideal on computing platforms the specialized access these systems offer to the Web is creating new opportunities to reach users and enable them with new applications and information systems not previously available.

Serious Games Next-Gen offers a complete briefing on the specifics of each platform's browser operations.

Game Design, Lecture-Beginner

DESIGNING SELENE: THEORY-BASED GAME DESIGN AND DATA MINING

Dr. Debbie Denise Reese

2:40-3:10pm • Room 133, North Hall

The moon is the only extraterrestrial world people can study from the back porch. But how many people study or even pay attention to our lunar companion? NASA's premier educational research center, the NASA-sponsored Classroom of the Future, has collaborated with Ian Bogost (Georgia Institute of Technology) and James Oliverio (University of Florida) to build a game that introduces youth to lunar science. This case study describes process and procedures for combining videogame design, cognitive science, and instructional design theories to produce compelling gameplay and measure learning through embedded data mining technologies.

Game Design, Lecture – All

A PRACTICAL VIEW ON INTERACTIVE STORYTELLING: DRAMA GAMES

Santiago Siri

2:40-3:10pm • Room 132, North Hall

Almost since the birth of the game industry, a lot of talking and writing has been going on how could games express a meaningful story, a profound experience to its players. This session tries to stop with all the talking and writing for once, and show some practical demos on how we can use interactive storybuiding tools to create games that don't only explore territories, but can explore ideas and emotions as well.

Game Design – Lecture - All

ALCOA SAFEDOCK: A SERIOUS GAME DESIGN CASE STUDY

Eben Myers

3:20-3:50pm • Room 132, North Hall

Training simulations are simplified representations of systems and processes that exist in real life. This talk looks at the systems and processes relating to safety on Alcoa's loading docks and examines their translation into the design of SAFEDOCK. Topics discussed include: design; usability; play testing; and lessons learned. Alcoa continually strives to find new and innovative ways to communicate its safety initiative to employees and contractors. Working together, Alcoa and Etcetera Edutainment developed the multiplayer SAFEDOCK simulation to provide a safe virtual environment in which workers can engage with concepts of hazard recognition and avoidance.

Learning & Instructional Theory, Lecture – All

LOCATION-BASED LEARNING WITH MOBILE GAMES

Karen Schrier

3:20-3:50pm • Room 133, North Hall

What types of learning can happen when we play videogames into the real world? Augmented reality (AR) games and location-based games mix the real and virtual worlds and can potentially affect the way participants experience and learn from a place, such as a historic site or local town. In this presentation, a novel educational AR game, RELIVING THE REVOLUTION (RTR) is discussed to show how spatial, location-specific, kinesthetic elements of the game can affect the participants' learning and engagement. RTR takes place in real-world Lexington, Massachusetts and participants use a GPS-enabled PDA to gather historical evidence and try to figure out who fired the first shot at Lexington. The game results suggested that AR can:

- Enhance the practice of skills, such as teamwork and problem solving
- Affect the experience of the site
- Promote conceptual explorations

COFFEE BREAK

3:50-4:10pm

Game Design, Lecture – Intermediate

NEXT-GEN CONVERSATIONAL CHARACTERS FOR SERIOUS GAMES

Michael Mateas, Andrew Stern

4:10-4:55pm • Room 133, North Hall

The serious games community has an ongoing need for design and technology solutions that allow for the creation of deeply interactive, expressive characters capable of conversing in natural dialog integrated with physical action. This presentation begins by highlighting the core challenges in creating such characters, including the need for procedural behavior, pragmatic and robust natural language understanding, and authoring solutions usable by designers with light programming experience. This is followed by an in-depth case study of a working architecture and authoring system, developed and applied over the past several years by the authors, to create characters for both the critically-acclaimed interactive drama Facade as well as military training prototypes at USC's Institute for Creative Technologies. The session concludes with a discussion of further serious game application directions.

Learning & Instructional Theory, Panel – All

SERIOUS COTS BOGGLE

Bill Crosbie

4:10-4:55pm • Room 135, North Hall

One of the most interesting aspects of the serious games space is the direct re-use of commercial off-the-shelf (COTS) games for non-entertainment purposes. In this lively session, two small teams of serious games experts will face off to see who can list the most documented instances of such serious games usage. The purpose of this session is not only to spur the creation of such a rich inventory but to also highlight many uses of COTS titles that audience members may not have heard about. Audience members who also contribute never before heard of uses will also receive small prizes for contributing to the competition.

Learning & Instructional Theory, Lecture – All

SERIOUS GAMES: A PREPARATION FOR FUTURE LEARNING APPROACH

Gillian Andrews, John Black, Jessica Hammer, Chuck Kinzer, Zhou Zhou

4:10-4:55pm • Room 132, North Hall

This lecture describes the "preparation for future learning" approach to education and games, which suggests that games may help prime students for formal classwork in subjects related to the systems and processes represented in the game. After a description of the theory involved, the lecture presents the results of a quantitative research study investigating this hypothesis. It discusses its implications for serious game design, as well as for how to educate educators who are interested in using games. Finally, the presenters suggest a road-map for future research studies on games and learning.

Behind the Game, Lecture – Intermediate

BEYOND THE GAME

Jerry Bush, Lauren Davis

5-6pm • Room 135, North Hall

In 2007 the Liemandt Foundation's Hidden Agenda program launched HAGames.com, which is an effort to market and make available the best games developed as part of its Hidden Agenda game development contest. The portal and goals for related marketing have been an important project in and of itself. Cisco Systems is in the midst of launching several game-based projects as a result of its effort to embed game-based training into its extensive educational programs. As part of that effort, they've been developing strategies for deployment and further usage promotion.

This session investigates the issues that lie before and after the actual development of a serious game. For organizations and developers who realize there is more to serious games than their production, this session offers a discussion on exactly what some of the everyday and nuanced issues really are.

Game Design, Lecture – All

COLONIAL WILLIAMSBURG: REVOLUTION POSTMORTEM – HOW COMMERCIAL GAME ENGINES AFFECT PEDAGOGICAL DESIGN

Brett Camper, Matthew Weise

5-5:45pm • Room 133, North Hall

The COLONIAL WILLIAMSBURG: REVOLUTION project at MIT was an early serious games initiative that used Bioware's NEVERWINTER NIGHTS engine to create an online history game prototype for classroom use. Bioware's engine was originally intended for creating fantasy role-playing scenarios, and the postmortem explores how the long-standing genre conventions inherent in NEVERWINTER NIGHTS created unique barriers to achieving a classroom-ready historical simulation. Several examples are taken from the development of REVOLUTION to showcase how using the Neverwinter Nights engine profoundly shaped the pedagogical goals of the project.

Assessment & Results, Lecture – Intermediate

WHAT WE KNOW: ELIMINATING NOISE WITH SIMPLE TRUTHS

Howard Phillips

5-5:45pm • Room 132, North Hall

This session uncovers the key intersections between formal research findings in cognitive science and education and organically-evolved game design fundamentals as investigated and assessed by a team of experts from both fields. The overlaps between currently-accepted research findings and state-of-the-art game design can be described as a short list of basic forms that are consistently present in games that attain commercial success. Project teams that understand of these forms and their unadulterated expression will generate more fundable designs, more focused and actionable production goals, and more effective, efficient, and engaging learning applications.

TUESDAY, MARCH 6

Assessment & Results, Group Gathering – All

GROUP MEET-UP: EDUCATIONAL GAME DESIGNERS

Jim Parker

8-8:50am, Room 132, North Hall

This session consists of a lightly moderated discussion on the key issues affecting educational game designers within the serious games community.

Keynote – All

ONE LAPTOP PER CHILD & SERIOUS GAMES

SJ Klein

9-10am • Room 135, North Hall

One Laptop per Child (OLPC) is a non-profit humanitarian effort to design, manufacture, and distribute laptops inexpensive enough to give every child in the world access to knowledge and modern education. OLPC is based on constructionist theories of learning pioneered by Seymour Papert and later Alan Kay, and principles expressed in Nicholas Negroponte's "Being Digital."

The OLPC project is young, but it is moving quickly and has attracted incredible support and creativity. The laptop was designed by experts from academia and industry with decades of collective field experience. The result is a harmony of form and function; a flexible, ultra low-cost, durable, and power-efficient machine with which nations of the emerging world can transform the quality of their children's learning.

This presentation will discuss the potential of the OLPC as a serious gaming platform. It will address the hardware, OS, and game development support on the first wave of laptops that will debut later this year, and address strategies for learning through play that the OLPC team is formulating. The OLPC team believes the serious games and greater game development community can play a vital role in their mission. We are proud to have them use the Serious Games Summit to help advance their general mission and game-oriented content goals.

COFFEE BREAK

10:10-10:30am

Business & Deals, Workshop – Intermediate

BUDGET CONSCIOUS SERIOUS GAMES

Ben Sawyer

10:30am-12:30pm • Room 133, Noth Hall

Good games are not cheap. The average budget for a next-gen commercial game is $10M or more and can be much, much higher. Serious games have reached significant budget levels as well, and increasingly, the market will require ever larger budgets. However, a large swath of the serious games space consists of projects in the $25,000-$500,000 budget range and often in the low- end the range is closer averaging $100,000-$300,000. Yet the wealth of knowledge properly articulated about how to do inexpensive game development isn't great and often many serious game projects struggle at the outset to define the "art of the possible" relative to their lower-end budgets.

This session focuses on budget conscious decisions for serious games development and offers an outline on how to make the big picture decisions that will result in getting the best results for your budget. The session also discusses the elasticity issues in the serious games space where motivations beyond the quality of the game itself can contribute to how high-end projects need to be. Technical needs are also covered with a specific goal of outlining technologies beyond browser-based Flash that are being successfully utilized in low-cost situations.

Attendees of the session understand the tradeoffs that tight budgets will force you to make as well as innovative ways to create compelling projects and results without spending a fortune. The session offers ideas that will reduce risk and improve chances for reasonable success in the face of not having bigger budgets that might otherwise offer clear means of attracting people to a particular game-based project.

Learning & Instructional Theory, Lecture – All

PERSUASIVE GAMES: INTRODUCTION TO PROCEDURAL RHETORIC

Ian Bogost

10:30-11:30am • Room 132, North Hall

Videogames are an expressive medium. They represent how real and imagined systems work. They invite players to interact with those systems and form judgments about them. As part of the ongoing process of understanding this medium and pushing it further as players, developers, and critics, we must strive to understand how to construct and critique the representations of our world in videogame form. The serious games community has developed around the idea that videogames do more than entertain – they can educate children and adults, train businesspeople and soldiers, and even help clinicians treat patients. But this focus on the education, military, business, and healthcare markets risks blinding the serious games community to the serious expressive capabilities of videogames. This talk explains how videogames can be designed, played, and assessed to deliver persuasion rather than pedagogy.

Game Design, Panel – All

SERIOUS ACCESSIBILITY FOR SERIOUS GAMES

Kevin Bierre, Dimitris Grammenos, Michelle Hinn, Richard Van Tol

10:30-11:30am • Room 135, North Hall

Many serious game developers want to create more accessible games but are not sure where to start and legal pressures are mounting, stepping up the need for serious games developers to learn about game accessibly to ensure that their games can be legally used in the classroom and in training situations. Inspired by the challenge of helping designers make those first steps toward including game accessibility principles, panelists from the IGDA Game Accessibility SIG present design tips that help serious game designers create games that are accessible to more.

Behind the Game, Panel – Intermediate
SERIOUS GAMES ENGINE SHOOTOUT
Moderator: Richard Carey
Panelists: Randy Brown, Robert Gehorsam, Tim Holt, David McCool, Doug Whatley
10:30-11:30am • Room 131, North Hall

Serious games and simulations have technical, functional and business demands that differ from commercial entertainment titles, casual games and drill-n-skill learning games. However, as a nascent product category the development platforms and specialized tools are also in their infancy, making it difficult for potential sponsors, publishers and developers to choose the right tools, and further contributing to the slow growth of serious games as an accepted learning modality. This session will feature representatives from both established and emerging companies in a lively and sometimes provocative discussion of the game engines that are available today, what's in development and which ones are the most appropriate for different types of serious game projects.

Research & Design Keynote – All
THE FUTURE OF COLLECTIVE PLAY: FOSTERING COLLABORATION, NETWORK LITERACY, AND MASSIVELY MULTIPLAYER PROBLEM-SOLVING THROUGH ALTERNATE REALITY GAMES

Jane McGonigal
11:45am-12:45pm • Room 135, North Hall

In this important design keynote, Jane McGonigal, a well-known, ubiquitous, gaming designer and researcher who was recently named by the MIT Technology Review as one of the top 35 innovators changing the world through technology, will detail the world of alternate reality gaming, wrapping it in a serious games context. She will use 42 Entertainment's I Love Bees, the most widely played alternate reality game to date, as a core case study in the serious applications of alternate reality gaming. She will also examine other important examples of emerging work in the ARG space, including Cruel 2 B Kind and Cathy's Book. This talk will allow attendees to not only understand an emerging form of digital entertainment, but also see how it has and can be applied in novel ways towards critical problem solving activities utilizing the unique traits of these types of designs.

Learning & Instructional Theory, Lecture – All
BEHAVIORAL THEORY IN THE DESIGN OF SERIOUS GAMES
Tom Baranowski, Richard Buday, Debbe Thompson
11:45am-12:45pm • Room 132, North Hall

Behavioral theory has provided the foundation for behavior change programs in regard to a broad variety of health related or other behaviors. Serious games also need to be guided by behavioral theory. This presentation covers the key constructs in several behavioral theories: Social Cognitive Theory; Theory of Planned Behavior; Social Inoculation Theory; and the corresponding behavior change procedures: goal setting; practical knowledge training; skill training; temptation resistance; and tailoring. Examples are provided from several published, peer reviewed outcome evaluations of serious health related games. Future serious games research must assess behavioral outcomes and the role of theoretical constructs mediating or moderating these outcomes.

Assessment & Results, Group Gathering – All
GROUP MEET-UP: HEALTH
Beth Bryant
1-1:50pm • Room 132, North Hall

This session consists of a lightly moderated discussion on the key issues affecting the Health sector within the serious games community.

Assessment & Results, Group Gathering – All
GROUP MEET-UP: SOCIAL CHANGE
Suzanne Seggerman
1-1:50pm • Room 133, North Hall

This session consists of a lightly moderated discussion on the key issues affecting the Social Change sector within the serious games community.

Game Design, Sponsored Session – All
NOT JUST FOR COMBAT TRAINING: USING GAME TECHNOLOGY IN NON-KINETIC URBAN SIMULATIONS
Paul Kruszewski, Michael Van Lent
2-2:45pm • Room 131, North Hall

One of the greatest challenges of urban simulations is to recreate the behaviour of realistic crowds in a city setting. With thousands of characters and buildings, and an exponentially greater number of potential interactions and responses, simulations are facing major hurdles in terms of dealing with the reality of urban life. More importantly, the relevance of non-kinetic aspects of combat – diplomatic, economic, political, infrastructure and social issues – are playing an increasingly larger role in Next Generation Simulations.

This session will address the emerging use of games technology to power complex urban simulations that deal specifically with non-kinetic aspects of warfare. Thus far, many MOUT simulations have focused on shooting, tanks and tactical maneuvers rather than the more complex issues of civilian "group" behaviours and crowd based navigation. We will consider the impact that Artificial Intelligence software, game engines, and other COTS tools on the development of more immersive and effective non-kinetic urban simulations. A special emphasis will be placed upon the importance of developing this type of simulation for homeland security, first responder, and disaster preparedness applications.

Learning & Instructional Theory, Lecture – All
TEACHING KIDS ABOUT NUTRITION THROUGH EDU-GAMING IN WHYVILLE.NET
James M. Bower
2-2:30pm • Room 132, North Hall

More than one in six children and adolescents are considered overweight or obese, according to the Centers for Disease Control and Prevention. Based on principles of constructivist, inquiry-based learning, Whyville.net is the leading educational virtual world for kids and teenagers. This session discusses WhyEat, an interactive edu-gamebuilt in partnership with the University of Texas Health Science Center at San Antonio to sensitize children and young adults to the crucial importance of good nutrition and its impact on the quality of one's life. In Whyville, citizens' nutritional choices impact the virtual health of their avatars. WhyEat teaches them to interpret nutritional information and food labels and to seek advice from the dietitian to keep their avatars in good health.

Assessment & Results, Workshop – All
TEN THINGS WE WANT FROM THE INDUSTRY
Serious Games Summit Advisory Board
2-3:50pm • Room 135, North Hall

As the serious games field continues to grow there is an even bigger need to foster more specific cooperation and links with the larger commercial game industry. Often such calls fall short because they tend to be poorly developed and don't take stock of the peculiarities and pressures of the commercial games industry. The goal of this workshop is to avoid past mistakes and formulate, in a community fashion, a true top 10 list of needs that industry CEOs, studio heads, middleware companies, and more can read and actually consider responding to.

During the session, attendees break into small teams each debating and creating their own list of requests. Once finished, a representative of each team will provide their top 10 not previously called for. A supporting panel will offer comments on ideas – orientating them slightly when necessary to improve the chances of success when shared with the industry as a whole. At the end of the session a community vote on each item will establish a final top 10 cut that will be made available to attendees by the end of the Summit.

Behind the Game, Lecture – All

Cool School: An Inside Look at a Federally Funded Conflict Resolution Game and Interactive Tool for Classrooms

F.J. Lennon, David Warhol

2:40-3:10pm • Room 132, North Hall

Part computer game, part educational tool, Cool School: Where Peace Rules! is a whimsical interactive web site that teaches five to seven-year-olds (grades K-2) how to resolve familiar interpersonal conflicts peacefully in a fun, colorful, imaginative way. Commissioned by the Federal Mediation and Conciliation Service and funded by the Federal Government, the program launches in public schools in 2007. This session discusses the origin of the project, the working relationships with government agencies and content experts, fundraising efforts, and their approach to creating the game world and characters, as well as techniques for designing and writing the project. It also provides an in-depth look at the production, including pre-production techniques designed to capture stakeholder participation and the challenges of matching scope to budget.

Business & Deals, Lecture – Intermediate

"Super Size Me," Said the Virtual Personal Trainer

Phin Barnes

3:20-3:50pm • Room 133, North Hall

In 2006 Respondesign, creator of Yourself! Fitness, entered into a comprehensive promotional campaign with McDonald's to launch the new Go Active!™ Happy Meal® for Adults. This campaign included many co-marketing efforts revolving not only around their fitness game product for PC, PS2 and Xbox, but especially the game's virtual lead character, Maya, one of the most successful virtual characters launched to-date that wasn't specifically entertainment focused. In this half-hour session, Barnes, who negotiated and developed the partnership, details how it all came together and the results for both his company and McDonald's.

Game Design, Lecture – All

The Shivah

Dave Gilbert

3:20-3:50pm • Room 132, North Hall

This session discusses The Shivah, a point-and-click adventure game starring a Rabbi. Shivah is the Jewish mourning ritual. For a week after a family member's death, the family stays at home, receiving visitors, and mourning the deceased. This talk discusses the making of the game, the religious philosophy behind it, and how adventure games can be used as an effective tool for religion based storytelling as well as be commercially viable. Attendees to this session also gain insight on how games can be used to explore religion, teach religious culture and practices, and generally allow people to explore their own beliefs and spiritual selves.

COFFEE BREAK

3:50-4:10pm

Learning & Instructional Theory, Lecture – All

Big Game, Little Game

David Williamson Shaffer

4:10-4:55pm • Room 132, North Hall

A game is always something more than what comes in a box. A game is all of the things we do with, in, and around a game: the roles we play; the norms we follow; the rules we obey; the goals we set. Big Game, Little Game looks at how designing a serious games also means designing the frameworks in which players make sense of what happens in the games: the serious learning systems in which serious games are played. Through vivid case studies based on a decade of research and controlled studies, Big Game, Little Game shows how to design and use games to help players learn the knowledge and skills they need to succeed in a complex world.

Assessment & Results, Group Gathering – All

Group Meet-up: IEEE/Computer Society

Moderator:Jim Parker

Panelists: JC Herz, Michael Van Lent, Andrew Phelps,

4:10-6pm, Room 131, North Hall

In 2006 the IEEE/Computer Society allocated funds to support the creation of a task force on games technology. The task force is designed to create a feedback loop between established IEEE/CS entities and local chapters and the greater game technology commercial and academic fields. The goal of the task force is to determine and develop recommendations and processes that will help inform the great engineer communities served by IEEE about games and game technologies. During this session, members of the task force meet to discuss the overall agenda.

Game Design, Lecture – Intermediate

The Road from Zoombiniville

Scot Osterweil

4:10-4:55pm • Room 135, North Hall

Zoombinis was one of a number of inventive learning games released a decade ago, when the boundary between entertainment and education games was not so stark. Over time, the "edutainment" category devolved into nothing more than drill and practice, while the entertainment sector rejected anything that smelled of education. Now there is growing awareness that real learning happens in game play, and a renewed interest in games that teach. This talk, by the Zoombinis' creator, is a look at lessons learned from those earlier games, and what more recent innovations must be incorporated if learning games are to matter again.

Business & Deals, Lecture – All

Branded Games

Chris Swan

4:10-4:55pm • Room 133, North Hall

With the TV audience becoming less committed and more fragmented, the ROI on the 30-second commercial is dropping rapidly. As brand-holders therefore look for new ways to talk to their consumers, we are at the perfect point for this multi-billion dollar industry to use videogames as a vehicle for brand participation. This session evaluates the state of play from a brand-holder's perspective, before discussing the many ways in which successful Advergames can be created.

Learning & Instructional Theory, Lecture – All

Scaffolding Expert-Novice Learning and Decision-Making within a Simulation-Game

Jamie Kirkley, Ph.D., Sonny Kirkley, Ph.D.

5-5:45pm • Room 132, North Hall

Learners often need support to be successful in a game-based learning environment. One way to support learning is through the use of scaffolds. Scaffolds are tools, strategies, and guides that enable students to develop understandings beyond their immediate grasp. Several scaffolding frameworks have been proposed to provide guidance on scaffolding for open-ended, learner-centered environments. Yet critical questions remain with regard to how to design scaffolds that account for a learner's level of expertise. From research on cognitive load, we do know that excessive or insufficient support can hamper the learning process. In this session, a methodology is presented on how to design a scaffold so that it provides a learner with the right amount of support based on his or her level of understanding. The audience provides their own examples of the use of scaffolding.

Game Design, Lecture – All

Zombie Division: Evaluating Principles of Intrinsic Integration

Jacob Habgood

5-5:45pm • Room 135, North Hall

As serious games designers, we strive to harness the motivational power of games for our educational goals. Yet effectively integrating learning content and fun gameplay presents a host of unexplored theoretical and practical challenges. Zombie Division was created in an attempt to unravel some of these challenges by combining the sober academic approaches of cognitive psychology with years of hard-won game development experience. This case study describes a number of recent empirical studies that demonstrate clear contrasts in the learning and motivational outcomes of different design approaches.

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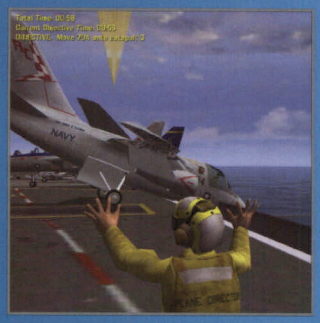

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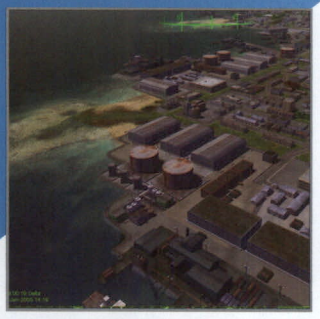

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GAME 3.0: DEVELOPING AND CREATING FOR THE 3RD AGE OF VIDEO GAMES

Phil Harrison

PRESIDENT, WORLDWIDE STUDIOS, SONY COMPUTER ENTERTAINMENT

Wednesday, 10:30-11:30am • Esplanade Ballroom, South Hall

The entertainment, creative and commercial opportunities presented by connected communities of players and developers are almost infinite.

What does 'always on' mean for both the game development industry and consumer? What are some of the innovative products and services that will help content developers define and shape the meaning of Game 3.0.

Sony Computer Entertainment's Worldwide Studios will demonstrate some exclusive insights into its development of products and services that will help define future growth in the video game market.

Phil Harrison has been immersed in the creativity, technology and business of game development for over 20 years.

In September 2005, Sony Computer Entertainment unified its regional product development operations under a global structure, Sony Computer Entertainment Worldwide Studios, and appointed Phil to serve as President of the new organization. Working closely with the talented studios in Japan, Europe, North America and Polyphony Digital, Inc., Phil is responsible for setting the global product strategy and managing development operations of 14 studios in 5 countries.

Phil is a corporate executive and representative director of Sony Computer Entertainment Inc, and Executive Vice President of Sony Computer Entertainment Europe.

Since joining Sony in 1992, Phil has held executive management positions in Europe and North America – where he served as Vice President, 3rd Party Relations and Research and Development for SCEA from 1996 to 2000. He has been a core member of the teams that successfully launched all of the PlayStation family of hardware formats and innovative software that have helped expand the market for computer entertainment worldwide.

From 1989 to 1992, Phil served as head of development for Mindscape International and prior to that as a consultant game designer and graphic artist in the UK.

A CREATIVE VISION

Shigeru Miyamoto

SENIOR MANAGING DIRECTOR AND GENERAL MANAGER ENTERTAINMENT ANALYSIS & DEVELOPMENT DIVISION, NINTENDO CO., LTD.

Thursday, 10:30-11:30am • Esplanade Ballroom, South Hall

Shigeru Miyamoto is perhaps the world's most recognized video game developer, creator of industry icons like Mario, Zelda, Donkey Kong and NintenDogs. In addition, he is the behind-the-scenes engine of innovation for many other notable Nintendo breakthroughs.

In his keynote address at the 2007 Game Developers Conference, Shigeru Miyamoto will reveal how a singular creative vision drives his work, not only in terms of his world-renowned software, but also in generating key technologies, including the current global phenomena, Nintendo DS and Wii. And he will challenge the audience to apply his approach in their own distinctive styles.

Considered by his peers to be the greatest video game designer in the world and called "The Spielberg of Video Games" by Time magazine (May 1996), Shigeru Miyamoto serves as the creative force behind the world's most popular and enduring video games for Nintendo video game hardware systems.

Miyamoto joined Nintendo in 1977 as a staff artist and quickly built a reputation for himself. As the creator of the hugely popular Mario and Zelda games, he is one of the most revered figures in the videogame world. In 1981, Nintendo released Miyamoto's first masterpiece, the arcade game Donkey Kong. In 1985, Nintendo released the Nintendo Entertainment System with Miyamoto's Super Mario Bros. The classic side-scrolling action game set the standard for all future home console video games. Eventually, more than 40 million units were sold worldwide, and a series of mega-hit titles was born, including the 1996 Nintendo 64 best seller, Super Mario 64. More than 193 million videogames in the Super Mario series have been sold worldwide.

To date, Miyamoto has worked on more than 100 different Nintendo video game titles. As a producer for Kirby and Pokémon games, he has supported younger video game creators. Miyamoto's most recent video game projects include Wii Sports, The Legend of Zelda: Twilight Princess, NintenDogs, Super Mario Galaxy and design work on the Wii hardware. He also was responsible for The Legend of Zelda: The Wind Waker, Metroid Prime, Super Mario Sunshine, Pikmin, Luigi's Mansion and The Legend of Zelda: Ocarina of Time, which has been called the greatest video game of all time.

In 1998, Miyamoto was honored as the first inductee into the Academy of Interactive Arts and Sciences Hall of Fame. In 2005 he and his best-known creation, Mario, were honored as an inaugural inductees into the Walk of Game in San Francisco. In 2006 he became one of the first video game creators knighted into France's Order of Arts and Letters.

Miyamoto holds a degree from the Kanazawa College of Art in Ishikawa, Japan.

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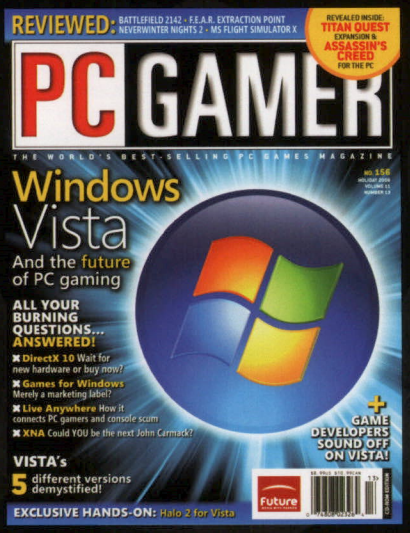
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MONDAY & TUESDAY

(301) IGDA EDUCATION SIG CURRICULUM WORKSHOP – SOLD OUT

Ian Bogost, Doug Church, James Dargie, Drew Davidson, Beth Dillon, Nick Fortugno, Tracy Fullerton, Susan Gold, Joel Gonzales, Jeremy Gordon, Dan Hodgson, John Hopson, Katherine Isbister, Darius Kazemi, Milan Petrovich, Yusuf Pisan, Katie Salen, Magy Seif El-Nasr, Kurt Squire, Darren Torpey, Douglas Whatley
10am-6pm • Room 3007, West Hall

This intense 2-day workshop will focus on innovation and best practices in curriculum design and teaching methods for game development education. There will be inspirational lectures, exploration of model curricula, case blasts, interactive hands-on sessions, as well as great opportunities for networking and discussion throughout the workshop. Attendees will leave with useful examples and ideas on how to best develop and/or reinvigorate game development curricula in their institution.

(302) AUDIO BOOT CAMP

Simon Ashby, Dan Bardino, Charles Deenen, Jacques Deveau, Rik Ede, Richard Jacques, Jason Page, Brett Paterson, Daniel Peacock, Sergio Pimentel, Dave Ranyard, David Rudolph, Brian Schmidt, Scott Selfon, Garry Taylor
10am-6pm • Room 3006, West Hall

This tutorial provides explanations for major audio concepts in language suitable for composers, sound designers, programmers, and game designers – in short, an opportunity to learn what concepts like 3D rolloff, compression, multi-channel, and streaming really mean and how they are used by game audio. Topics include the audio production pipeline, basic sound terminology, audio resource management techniques and tradeoffs, the use of multi-channel surround sound in games, dialog production, non-linear audio, the business of music production and licensing, and an introduction to some of the platform-specific audio tools. There are also be ample opportunities for open discussion about the current state of game audio and how audio can really add value to the gaming experience by making titles more fun, realistic, and immersive.

(305) GAME DESIGN WORKSHOP

Marc LeBlanc
10am-6pm • Room 3001, West Hall

Game design is an iterative process. In any medium, the final quality of a game depends on many cycles of experimentation, analysis and revision. This iterative process is the focus of the workshop. The workshop presents a formal approach to game design, in which games viewed as systems, and analyzed in terms of their Mechanics, Dynamics and Aesthetics.

Before we can even begin to design a game, we need to understand our aesthetic goals. In other words, we need to enumerate all the kinds of "fun" that we hope the game will provide its users. We can formalize our understanding of our game's aesthetic goals by formulating an aesthetic model for each goal – a formal description of the goal that identifies its criteria for success and possible modes of failure. The workshop will present a handful of aesthetic models as examples, and also encourage attendees to formulate their own. During the game design exercises, attendees will use aesthetic models as a yardstick to measure their progress throughout the design process.

Working in small groups, attendees will be given specific games to play, and will analyze them in terms of aesthetic goals and models. Several different games will be explored, and common game design themes will be identified as different groups share there results. For each game that they analyze, attendees will be presented with a concrete design exercise to undertake. An exercise might involve adding a new feature, accommodating a new goal or requirement, or fixing a design flaw. These exercises will challenge attendees to analyze and identify the design principles at work in a game, and to think flexibly and creatively while working within design constraints. In addition, these exercises will serve as a starting point for discussing how the iterative design applies to games in digital and non-digital media.

In addition to these analysis-and-revision exercises, attendees will gain further practical experience working with these models through brief collaborative design projects, brainstorming sessions, critical analysis and discussion.

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(304) INDEPENDENT GAMES SUMMIT – SOLD OUT

John Baez, Jonathan Blow, Kevin Bruner, Simon Carless, Russell Carroll, Jenova Chen, Jamie Cheng, Ryan Clark, Greg Costikyan, Ross Erickson, Kyle Gabler, Dave Grossman, John Hight, Jason Holtman, David Jaffe, Daniel James, Jon Mak, Lloyd Melnick, Sandy Resnick, Kellee Santiago, Kim Swift, Steve Swink, Steve Taylor, Jacob Van Wingen, Matthew Wegner, Don Wurster, Derek Yu, Eric Zimmerman
10am-6pm • Room 3018, West Hall

MONDAY

KEYNOTE: 25 YEARS OF INDIE POWER

Jeff Minter, Llamasoft
10-11am

In his keynote, indie guru Jeff Minter (Tempest 2000, Attack Of The Mutant Camels) makes an extremely rare North American appearance to talk both about his history as an independent developer (dating all the way back to 1980!), and his design philosophy and attitude to making great looking, original indie games, before explaining his latest in-development title, Space Giraffe for Xbox 360 Live Arcade.

CONSOLE/PC DISTRIBUTION GATEKEEPERS

Moderator: Simon Carless, IGF
Ross Erickson, Microsoft; Jason Holtman, Valve; Sandy Resnick, GameTap; John Hight, Sony
11:15am-12:10pm

This vital panel talks to the employees who evaluate submissions for some of the major indie game distribution channels on both console and PC, talking about how to pitch your game to get on these services, exactly what the gatekeepers are looking for, approaches to royalties, and much more.

IGF FINALISTS SNEAK PEEK

Simon Carless, IGF Chairman
12:10-12:30pm

Ahead of the Independent Games Festival Pavilion opening and the IGF Awards themselves, IGF Chairman and Game Developer/Gamasutra EIC Simon Carless will take you through some of the highlights of this year's IGF finalists, presenting gameplay and video showing off the best of this year's Independent Game Festival entries in a whirlwind fashion.

MAKING AN INDIE MMO

Daniel James, Three Rings
2-2:30pm

The business and creative mind behind games such as Puzzle Pirates and Bang! Howdy discusses the practical logistics of handling heavily invested online game players as an independent developer, discussing elements such as when and how to update content, community management and keeping players interested, how to approach Beta tests, technical support, and much more – a key hands-on lecture for all those considering making an indie online game.

INNOVATION IN INDIE GAMES

Moderator: Steve Swink, Flashbang Studios
Jon Blow, Number-None; Jenova Chen, ThatGameCompany; Kyle Gabler, Experimental Gameplay Project; Jon Mak, Queasy Games;
2:30-3:30pm

Join the luminary creators of the Experimental Gameplay Project at CMU, IGF-winning Braid, and the brilliant Everyday Shooter as they dissect innovation in indie games. How do we generate Earth-shattering ideas that will change the face of gaming? Can small teams innovate? Is 'innovation' really what we want?

POSTMORTEM: GASTRONAUT STUDIOS' SMALL ARMS

Jacob Van Wingen, Don Wurster, Gastronaut
3:30-4pm

The creators of Xbox 360 Live Arcade stand-out title Small Arms, previous veterans of XBLA from their work with Fuzzee Fever on the original Xbox Live Arcade, talk about what went right and what wrong during the development of the frenetic multiplayer shooter, giving plenty of insight into developing indie games on console.

EPISODIC GAMING FOR INDIES

Kevin Bruner & Dave Grossman, Telltale Games
4:15-4:45pm

Telltale's CTO and design lead talk about their experiences as an indie developing the Sam & Max and Bone series as PC episodic titles, explaining what the company learnt and what other indies should know about the pros and cons of episodic gaming.

THE INDIE MBA

John Baez, The Behemoth
4:45-5:30pm

From the decidedly indie creators of Alien Hominid and the upcoming XBLA title Castle Crashers, a comprehensive and intensely practical guide to the business aspects of running an indie shop: contract negotiation, outsourcing, managing contract artists/programmers, funding opportunities, the pluses and minuses of doing contract work yourself to pay bills, and much more.

OUR JOURNEY FROM NARBACULAR DROP TO PORTAL

Kim Swift, Valve
5:30-6pm

In this lecture, the team which made IGF Student Showcase winner Narbacular Drop talk about the making of the innovative title, tips for student developers, how the entire team got picked up by Valve to make Portal using the Source Engine, and exactly how they've transitioned from student indie creators to continued innovation at the home of Half-Life.

(304) INDEPENDENT GAMES SUMMIT CONTINUED – SOLD OUT

TUESDAY

INDIE PROTOTYPING, BRAID, & MAKING INNOVATIVE GAMES

Jonathan Blow, Number None
10-10:45am

Former *Game Developer* magazine code columnist and 2006 IGF Design Innovation winner Jonathan Blow, the creator of innovative time-manipulating platform title BRAID, discusses the deliberate methodology behind his indie game prototyping. He shows how he conceives, develops, and tests out indie concepts in playable form, and discusses how you know when a prototype is working, and where to take it from there, demonstrating multiple in-development prototypes (including BRAID) along the way.

THE INDIE BOOTSTRAP KIT

Matt Wegner, Flashbang Studios
10:45-11am

In this whirlwind lecture, Wegner (former IGF finalist with GLOW WORM) will talk about everything you need to take a hobby or personal project and release it as a bona fide for-sale indie product. This includes elements such as company setup, installers, DRM, payment processing, website setup, and so on – the specific but sometimes tantalizingly hard to trace information on how you actually sell games online.

INDIE RETAIL DISTRIBUTION

Lloyd Melnick, Merscom
11:15-11:45am

This session will cover getting indie titles into retail distribution from the point of view of the publisher, including who the major stores are, how you sell into them, what the process of getting paid is, how that whole chain works, and what indie games need to be like to get retail distribution – including how products should be pitched and presented for retail sale in the U.S, Europe, and worldwide.

INDIE DEVELOPMENT LOGISTICS

Jamie Cheng, Klei Entertainment; Ryan Clark, Grubby Games; Steve Taylor, Wahoo Studios/ NinjaBee; Jacob Van Wingen, Gastronaut Studios
Moderator: Brandon Sheffield, *Game Developer* Magazine
11:45am-12:30pm

A bevy of business and creative folk for notable indie game companies get together to discuss multiple elements of how to function as an indie – from staffing levels through business practices through funding opportunities, alternative business models, and more.

THE CASUAL CASH COW?

Eric Zimmerman, Gamelab
2-2:45pm

The Gamelab co-founder (DINER DASH) talks about how the indie aesthetic/mentality interacts with the casual market (and vice versa), in the best talk on casual games outside of the Casual Games Summit, talking about some of the things that helped Gamelab stay focused and alive in the casual and indie games market, such as keeping a sharp company vision, being aggressive on deal negotiation, and being an 'honest hustler'.

FOSTERING AN EXPERIMENTAL STUDENT PROJECT: HOW CLOUD GOT MADE

Jenova Chen & Kellee Santiago, ThatGameCompany
2:45-3:30pm

In this talk, you learn about the story behind multi-award winning student game CLOUD, created by 6 USC Interactive Media MFA students. Kellee Santiago and Jenova Chen share the lessons they learned through the intensive 8 months production, tricks on how to utilize the tools and resources in the school, and how to use your game as your industry calling card. More importantly, you learn how to focus the different creative desires among students to make an innovative yet still professionally directed and executed game.

MARKETING FOR INDIES

Russell Carroll, Reflexive/GameTunnel
3:30-4pm

Want your game to be the one everyone is talking about? Interested in increasing how many copies you've sold? Russell Carroll, who heads up marketing for WIK & THE FABLE OF SOULS creator Reflexive, and also founded key indie game press site GameTunnel, discusses how to maximize your buzz and sales opportunities. Using and abusing the press and game portals, alternative marketing, viral marketing, press release tactics and an overview of brand design and development all will be discussed in a whirlwind thirty minute presentation that will forever change the way you market your games.

PHYSICS GAMES GO INDIE

Matthew Wegner, Flashbang Studios
4:15-5pm

Wegner, who is both an indie developer and runs the physics game blog Fun-Motion, explains why real-time physics are such a big part of many innovative independent games, with demonstrations and practical tips for developers wanting to use physics to make their games stand out.

BUILDING THE FUTURE OF INDIE GAMES

Moderator: Simon Carless, IGF
Greg Costikyan, Manifesto Games; David Jaffe, SCEA; Mark Morris, Introversion; Derek Yu, Bliss Blog
5-6pm

In a much more wide-ranging discussion, we look at the next two, five, or even ten years for the independent games movement. How will the opportunities to make a living change? Where is the innovation going to come from, and how? And why is it a particularly good (or indeed, bad!) time to be an indie game creator? We've picked some leading lights and opinion-makers in the indie scene to discuss this in detail.

MONDAY

(101) INTERACTIVE STORYTELLING BOOT CAMP

E. Daniel Arey, Hal Barwood, Richard Dansky, Daniel Erickson, David Freeman, Michael McCormick
10am-6pm • Room 3011, West Hall

Interactive storytelling is a cutting-edge field, and this tutorial tackles it in depth. How much freedom can you give the player and still have the player feel like he or she is part of a "story"? How do you make gameplay emotional? How do you not have the more violent or fast-paced moments of a game numb a player to more subtle emotional experiences? How can information be delivered in a way that doesn't break the flow of play? What game structures facilitate interactive storytelling? Day by day, the future of interactive storytelling is being forged. This fast-paced workshop by five of the industry's most experienced leaders in the field will load you with creative tools to push the envelope.

(102) CREATIVITY BOOT CAMP '07

Paul Schuytema
10am-6pm • Room 3022, West Hall

The Creativity Boot Camp has one goal in mind: to hone your most important piece of software: your creative mind. This tutorial will lay the groundwork by exploring your mind, your creative intelligences and the "care and feeding" of your gray matter. The bulk of the day will be spent in high-energy exercises that focus on exercising your creative muscles and then applying those muscles to the all-important task of game design (utilizing a problem-solving metaphor).

Participants will work through a series of game design exercises which will enable them to see how a nimble creative mind can truly enhance the design and development process.

While the subject of this tutorial is creativity, the approach is practical and is focused on delivering tools and understanding to the participants so that they can leave the session with new skills that they can put to work immediately, not just abstract concepts.

(103) ADVANCED VISUAL EFFECTS WITH DIRECT3D

Cem Cebenoyan, Richard Huddy
10am-6pm • Room 3008, West Hall

Brought to you with the collaboration of the industry's leading hardware and software vendors, this day-long tutorial provides an in-depth look at the Direct3D® technologies in DirectX® 10 and how they can be applied to cutting-edge game graphics. After a review of the latest API improvements in Direct3D 10 and Shader Model 4.0, a variety of special effects which illustrate their use in game content will be discussed and demonstrated. This will include detailed presentations from ATI and NVIDIA's demo teams as well as some of the top game developers who ship real games into the marketplace. In addition to illustrating the details of rendering advanced real-time visual effects, this tutorial will cover a series of vendor-neutral optimizations that developers need to keep in mind when designing their engines and shaders.

(104) KNOW YOUR PLAYERS: AN IN-DEPTH LOOK AT PLAYER BEHAVIOR AND CONSUMER DEMOGRAPHICS

Chris Bateman, Robin Boyar, Yuanzhe (Michael) Cai, Craig Davison, Jefferson Dong, Chris Early, Michael Gartenberg, Chaim Gingold, Katherine Isbister, Yasmin Kafai, Nicole Lazzaro, Hans Lee, Robert Nashak, Heidi Perry, Jeff Pobst, Jason Scott, Constance Steinkuehler, Mark Terrano, Tony Van, Nick Yee
10am-6pm • Room 3004, West Hall

Despite the tremendous explosion in the gaming industry, do we really know who is playing our games and why they play? To move beyond the uncertainty of a hit-driven industry, we need to understand much more about our players. Deeper insight of the overall marketplace, the consumption and playing patterns of players, the differences between hardcore, casual, and other kinds of gamers, and the social patterns within and around games themselves can help us make better decisions about which games to create and how to market them to the public.

Bringing together top academics and seasoned industry analysts, this session combines market analysis with cutting-edge studies of gamer behavior and social interaction. Topics will explore a wide range of topics and provide concepts, tools and data to analyze and understand who we're selling to and why they are playing, including:

- Latest info/tools/trends for focus and play testing
- Sales and demographics statistics
- Impact of different marketing techniques and tools
- Exploration of player typology and play types
- MMO player stats and play trends
- Look at gender and purchase/play patterns
- Game-players panel, providing insight into players' minds

(105) CORE TECHNIQUES AND ALGORITHMS IN SHADER PROGRAMMING – SOLD OUT

Carsten Dachsbacher, Wolfgang Engel, Tom Forsyth, Kenneth Hurley, Lutz Latta, Martin Mittring, Vlad Stamate, Matthias Wloka
10am-6pm • Room 3010, West Hall

The session presents many of the techniques that leading games are using. It covers the most important local and global lighting models, multi-frustum shadow mapping techniques offering high resolution shadows, methods for efficient compression of geometry, and error-tolerant calculation of triangle mesh tangent space. Focusing on the wider engine scope are sections on the design of an efficient particle system, the implementation of a post-processing pipeline and an overview of the pitfalls and challenges of integrating advanced surface shaders into a game engine. Finally, because shaders need to run on several different hardware platforms and graphics cards, there is a session covering tips and tricks for multi-platform optimizations.

1. Lighting a Game Scene
   a. Local Illumination by Matthias Wloka
   b. Global Illumination by Carsten Dachsbacher
2. Shadow Maps by Tom Forsyth
3. Manipulating Geometry
   a. Using Vertex Shaders for Geometry Compression by Kenneth L. Hurley
   b. Triangle Mesh Tangent Space Calcuation by Martin Mittring
   c. Real-Time Deformation Methods by Vlad Stamate
4. A Particle Effect System by Lutz Latta
5. Post-Processing Pipeline by Wolfgang Engel
6. Integrating Shaders into a Game Engine by Tom Forsyth
7. Performance Optimizations by Matthias Wloka

(106) AGILE GAME DEVELOPMENT

Mike Cohn, Clinton Keith, Noel Llopis, Rory McGuire, Sean Miller, Steve Sargent, Chris Ulm, Emmanuel Valdez, Farzad Varahramyan
10am-6pm • Room 3009, West Hall

As videogame development projects take longer to develop with ever increasing team sizes, the costs are skyrocketing. Studios can no longer count on risking the costs of developing a game only to discover its value at the end of the project. Agile project methodologies have been used successfully for over a decade in other industries to address the same problems. An agile methodology approaches project development in an iterative and adaptive way and discovers the value of the product by seeing it emerge early. High Moon Studios has been applying agile methods to game development for three years and will sharing their experiences with the attendees. The tutorial will allow other developers using agile to share their experiences as well. The focus of the tutorial will be on how agile affects every discipline in game development. Programmers, artists, designers and producers will discuss the challenges and solutions found over the last three years of using agile methodologies such as Scrum and Extreme Programming (XP).

(107) AUTODESK MAYA: CHARACTER CREATION WORKFLOW FOR NEXT-GENERATION GAMES

10am-6pm • Room 3002, West Hall

This full-day tutorial will present many techniques that can be applied to the development of next-generation game characters within the most current release of Maya. It will cover all aspects of hi-res games creation from modeling, character rigging and character animation. The class will provide you with techniques and tips for all aspects of the creation process including asset management.

(108) DO-IT-YOURSELF USABILITY: HOW TO USE USER RESEARCH TO IMPROVE YOUR GAME

Kevin Goebel, Chuck Harrison, Kris Moreno, Hiroko Nakata, Ramon Romero, Tracey Sellar

10am-6pm • Room 3000, West Hall

How can you find out which control scheme works best for your target audience? Will people be able to use that cool new feature you spent three weeks designing? Will players experience your design vision as you intended, or is something preventing your genius from coming across? If you've ever encountered these and similar issues in your game, usability testing is for you. By usability testing during the development process, teams can identify issues that block users from experiencing the game as the designers envisioned.

This tutorial introduces attendees to the basics of usability testing for game developers. It covers all major steps involved, including designing and setting up a test, running participants, analyzing data, and reporting actionable results. The tutorial consists of a combination of lectures, illustrative examples from the game industry, hands-on exercises, and small-group activities run by experts in the field. At the end of the day, participants gain a deeper understanding of usability testing and how they can incorporate usability testing into their own product.

(109) CASUAL GAMES SUMMIT 101

Daniel Bernstein, Lee Crawford, Kenny Dinkin, Brad Edelman, Justin Everett-Church, Nick Fortungo, Jim Greer, Juan Gril, James Gwertzman, Tysen Henderson, Daniel James, Greg Lanz, Tony Leamer, Alexis Madrigal, Chris Melissinos, Steve Meretzky, Charles Merrin, Andrew Pedersen, Dan Prigg, Dave Rohrl, James C. Smith, Nick Stern, Margaret Wallace, Phil Weber, Jeff Weinstein, John Welch, Dave Williams, Josh Williams, Patrick Wylie

10am-6pm • Room 3020, West Hall

WHAT IS A CASUAL GAME?

Steve Meretzky

What exactly is a casual game? Just who plays casual games and who buys them? Did they suddenly emerge from nowhere over the last few years to take the gaming world by storm or is there a deeper history? These and other questions are pondered as a way of setting groundwork for the days ahead.

DESIGN PRINCIPLES FOR CASUAL GAMES

Nick Fortungo

What things must any casual game design take into account to be successful? What design approaches are kisses of death in this space? What is the audience willing to swallow? And how does working in the try-and-buy model impact your design decisions? This session tackles these and other tough questions of casual game design.

ART DIRECTION FOR CASUAL GAMES

Tysen Henderson, Nick Stern, Margaret Wallace, Phil Weber

What art styles work for casual games? When, where, and why does 3D make sense in a casual game? What kinds of themes does the casual game audience love, and which are off limits? Can you ruin your game by pandering excessively to the audience or do all women just really, really love fairies and unicorns?

BOOKWORM ADVENTURES POST-MORTEM

Tysen Henderson

BOOKWORM ADVENTURES was released in November 2006 after more than two years in development. This session discusses how the game evolved over the course of its development and even gives a peek at some of the bits that were left on the cutting room floor.

CASUAL GAME TECHNOLOGY FACE OFF

Brad Edelman, PlayFirst; Justin Everett-Church, Adobe; Chris Melissinos, Sun; James Smith, Reflexive Entertainment; Jeff Weinstein, PopCap; Josh Williams, GarageGames

Over the last few years, platforms like Flash, Java and Director have matured and new platforms like the Torque Game Builder have emerged. At the same time, C++ programmers have many new frameworks to choose from including PlayFirst's PlayGround SDK and the PopCap Framework. This panel of technologists tells you why their platform or framework rules the roost, and bring a demo to prove it. Each panelist has used the same art assets and game design to build their own version a casual brick busting game developed in their platform of choice.

BUSINESS MODELS ON PARADE

Daniel James, Alexis Madrigal, Charles Merrin, Dave Rohrl, Dave Williams

A variety of business models have emerged, each offering new ways to monetize widely varying audiences. Leading lights in the world of try-and-buy, advertising, subscription, and microtransactions offer insight not only into how their business model works but also on why they think it is critical for the future of casual games.

PUBLISHERS? HOT SEAT

Kenny Dinkin, Greg Lanz, Tony Leamer, Dan Prigg, Margaret Wallace, Patrick Wylie

Before 2004, most companies that were creating casual games served as their own publishers – shouldering development costs and managing marketing and distribution. Over the last 3 years publishers have emerged as an important force in the industry, working with developers to fund their projects and to distribute and promote them to portals (not mention provide professional QA, localization, represent games to licensees like mobile publishers, and a variety of other services). The portfolio managers of the major casual game publisher spend an hour in the hot seat fielding questions from the development community as well as telling you why you should bring your next game to them first.

SO YOU WANT TO START A CASUAL GAME COMPANY

Daniel Bernstein, Lee Crawford, Nick Fortugno, Jim Greer, Juan Gril, James Gwertzman

New entrepreneurs and seasoned vets from the casual space talk about the startup discuss the current climate for startups and how it is better and worse than it was a few years ago as well as speculating on unique opportunities that are ripe for the taking today.

TUESDAY

(201) "...AND MAKE IT SNAPPIER!" LEARN BETTER GAME WRITING IN A DAY

Evan Skolnick
10am-6pm • Room 3002, West Hall

Former Marvel Comics editor/writer Evan Skolnick's 2006 GDC presentation on better dialogue writing for games electrified its audience but left many asking for more. He's now expanded this popular presentation into a comprehensive, day-long tutorial on the broader subject of game writing, offering writers of novice to intermediate experience an opportunity to learn the basics of good story structure, vibrant character development, and, of course, "snappy" dialogue writing.

Attendees should each have a laptop with USB, a working CD-ROM drive, and Microsoft Word installed. PCs are preferred.

(202) DEALMAKING FOR DEVELOPERS 2007: CHALLENGES FOR GROWING AN INDEPENDENT STUDIO

Mike Arkin, Jim Charne, Garry Kitchen, Dan O'Connell Offner, Bill Reed, Josh Resnick, David S. Rosenbaum, Robert Walsh
10am-6pm • Room 3004, West Hall

Staffing, financing, and publisher risk avoidance are making it more and more difficult for developers to land big console dev deals. But as our industry grows, new opportunities in emerging market segments mean developers can still build reputations and grow their companies by making great games.

This program opens with a discussion of the state of the game dev industry in 2007 and a peek at the panel members' crystal ball for 2008 and beyond, reviews nuts and bolts contracting issues that are important to developers in any development deal, then moves on to look at the histories and future plans of special guest speaker's well-known companies that have not relied solely on big console deals for their growth. The day closes with a free-wheeling, unrehearsed panel hypothetical in which a fictional new company must assess its strengths and weaknesses in the current market and prepare a business plan for presentation to its financiers.

This program has been approved by the State Bar of California for six hours of minimum continuing legal education (MCLE) credit for lawyers. A sign-in sheet and completion certificate will be available on the day of the program.

(203) PHYSICS FOR GAMES PROGRAMMERS

Erin Catto, Squirrel Eiserloh, Christer Ericson, Marq Singer, Gino van den Bergen, Jim Van Verth
10am-6pm • Room 3011, West Hall

As the visual quality of games has improved, more attention has been given to other aspects of a game to increase the feeling of reality during gameplay and distinguish it from its competitors. One of the most rapidly growing fields is physical simulation, as shown by discussion boards, the latest games, and a recent burst of articles and papers. Creating such a simulation may appear to be a daunting task, but it is possible with the right background. Doing so can also add a great deal of realism to animation systems and interactions between avatars and the world.

This tutorial will provide a toolbox of techniques for programmers interested in creating physics engines, with references and links for those looking for more information. The focus of the course is to study various pieces of the simulation pipeline and show how problems along the way can be solved and optimized using standard 3D mathematical concepts and engineering know-how. Topics include rigid body dynamics, constraint systems and solvers, numerical robustness, relativistic frames, collision detection, and dynamic destruction. Sample code libraries and examples are provided.

(205) LARGE-SCALE ENGINEERING FOR ONLINE AND OFFLINE GAMES

Bill Dalton, Neil Kirby, Larry Mellon, Gordon Walton
10am-6pm • Room 3009, West Hall

Game development is growing exponentially in scale – major increases in team size, content volume and overall complexity are already straining development to the breaking point. As a result, making a game is more painful and costly than ever before. Pipeline iteration rates suffer. Game load times slow to a crawl. And broken builds impede day-to-day progress. In the face of these challenges, next-gen complexity promises to multiply the pain. Online game developers have encountered many of these issues long before they spread to non-online game developers, offering a rare preview of avoidable obstacles. This comprehensive session offers participants an opportunity to learn from the hard-earned experiences of veteran developers from the worlds of online and single-player games rather than repeat the mistakes of the past – a much less expensive approach than learning the same lessons first-hand.

(206) AUTODESK 3DS MAX 9: ADVANCED TECHNIQUES FOR NEXT-GEN PIPELINES

Laurent M. Abecassis
10am-6pm • Room 3000, West Hall

This full-day tutorial will present many advanced techniques used to develop next-gen gaming content using the latest version of 3ds Max: version 9.

Many aspects of next-gen gaming content creation will be covered, including character rigging and deformations, facial animation, normal maps, as well as real-time physics and pixel shader visualization inside the 3ds Max 9 interface.

(207) THREADING GAMES FOR PERFORMANCE: A ONE DAY HANDS-ON WORKSHOP BY INTEL – SOLD OUT

Paul Lindberg, Brad Werth
10am-6pm • Room 3008, West Hall

Make better games by learning to take full advantage of multi-core processing power. This mid-level workshop will take a sample game from serial to parallel over the course of one day. Discussion will be mixed with hands-on lab work with plenty of time for questions and answers as well.

Topics covered include:

- Threading case studies, threading models and typical results
- Functional threading
- Data decomposition
- Achieving performance scaling
- Addressing common issues

(209) CASUAL GAMES SUMMIT 201

Eric Bethke, Lee Crawford, Kenny Dinkin, Chris Early, Nick Fortugno, Megan Gaiser, Erik Goosens, Jim Greer, James Gwertzman, Daniel James, Steve Meretzky, Charles Merrin, Robert Nashak, John Needham, Shaul Olmert, Heidi Perry, Dave Rohrl, Dave Walls, John Welch
10am-6pm • Room 3020, West Hall

DOWNLOADABLE CASUAL GAMES ON THE CONSOLE

Chris Early, John Needham, John Welch

How is each platform unique? What are the opportunities and challenges for casual games developers on each platform? How will the platforms evolve over the next year or two?

(209) CASUAL GAMES SUMMIT 201 CONTINUED...

POSTMORTEMS: GAME, FRANCHISE & COMPANY

Lee Crawford, Jim Greer, Heidi Perry

Heidi Perry talks about ways to leverage existing casual game intellectual property to turn a hit title into a hit franchise, as well as the overlooked importance of marketing for casual games. Lee Crawford speaks about raising venture money to start a casual game company in late 2006. Jim Greer speaks about a user-generated casual games site as well as fund raising.

INNOVATION & THE VALUE CHAIN

Daniel James, Charles Merrin, Dave Rohrl, John Welch

Innovative game features that require client/server interaction whether done anonymously (e.g., high scores) or by creating user accounts and the impact on portal acceptance. Multiplayer gaming, community features, microtransaction models, etc. fall in here. The impact on the evolving relationship between developers, publishers, and portals. Predictions for what to expect over the next few years.

USING LICENSES IN CASUAL GAMES

Megan Gaiser, Dave Walls, Charles Merrin, Shaul Olmert, Robert Nashak, Heidi Perry

What's the value of a license and what are you getting into when you sign that deal? How do we appeal to new markets beyond the typical "soccer mom" demographic? In this sesssion, hear success and horror stories dealing with licenses and licensors.

INTERNATIONAL OPPORTUNITIES – MAKING $$$ OUTSIDE THE U.S.

James Gwertzman, Erik Goosens, Erik Bethke, Lee Crawford

What works and what doesn't. Who are the players and what are the opportunities?

INNOVATION IN CASUAL GAME DESIGN: THE UNSEEN WAY FORWARD

Dave Rohrl, Dave Walls, Kenny Dinkin, Nick Fortugno, Steve Meretzky

This panel of blue-ribbon casual game designers discuss where the next generation of opportunities for growing the market through innovation lies; what are the genres and niches that aren't yet being served by the casual game market, how can we reach them, and how will that change the market and our view of casual games as a whole?

(204) MICROSOFT GAME DEVELOPER DAY Microsoft

Chas. Boyd, Mike Burrows, Matthew Lee, Skip McIlvaine, Frank Savage, Mark Seminatore, Rod Toll, Chuck Walbourn
9:30am-6pm • Room 3010, West Hall

DEVELOPING GREAT GAMES FOR WINDOWS VISTA

Skip McIlvaine and Chuck Walbourn
9:30-10:30am

With the launch of Windows Vista, millions of your customers are already playing games on this innovative new operating system. There are many things you should be aware of to ensure they have a satisfying experience. This talk covers important Windows Vista concepts and features as they relate to games, and then discusses the top issues affecting titles on Vista. Topics include dealing with User Account Control and other security features, Game Explorer integration, common re-distribution and installation mistakes, changes to the DirectX runtime, 64-bit desktop computing, the new display driver model and many other features that can make your game stand out on Vista.

XNA GAME STUDIO EXPRESS: DEEP DIVE

Frank Savage
10:45-11:45am

This presentation offers an in-depth look into the recently released XNA Game Studio Express with emphasis on the XNA Framework and its technical capabilities. We will explore the potential for prototyping and creating Xbox LIVE Arcade titles in the professional game development arena. This talk will feature demonstrations of the capabilities of Game Studio Express and the XNA Framework on both Windows and Xbox 360.

GETTING PAST 30 HERTZ

Matt Lee and Mike Burrows
12-1pm

Enabling high-performance games requires an arsenal of tools and techniques. This presentation will demonstrate the practical use of CPU and GPU performance analysis tools on both Xbox 360 and Windows. You'll come away armed with the knowledge needed to make your titles truly blow everyone away. Particular attention will be paid to the most recent additions to PIX on both platforms, such as the new sampling profiler and trace analysis. We'll also cover general techniques gleaned from practical experience in the field.

XDK REDUX: NEW FEATURES AND TOOLS FOR XBOX 360 DEVELOPERS

Mark Seminatore
2:15-3:15pm

Over the past year, many exciting enhancements and features have been integrated into the Xbox 360 Development Kit (XDK). New features range from file event monitoring, host migration support and reliable UDP to game disc caching, compression APIs and video capture. This presentation will highlight a number of these features, provide demos and share thoughts on how to effectively integrate them into your next Xbox 360 title or development process.

LIVE ON WINDOWS ESSENTIALS

Rod Toll
3:30-4:30pm

LIVE on Windows brings a new generation of online gaming to Windows. Join us to hear about how LIVE can provide you with the technology to fully enable your games for multiplayer gaming and extensive community. The LIVE platform provides you with identity, achievements, automatic patching, extensive matchmaking, cross-platform connectivity, voice communications, anti-cheat technology, NAT traversal and more. This talk, intended for developers, will cover the features, requirements, best practices and differences from the Xbox version. Also included will be a sneak peak of new and upcoming LIVE features and some cool demos!

THE FUTURE OF DIRECTX

Chas. Boyd
4:45-5:45pm

Even though the DirectX 10 API and hardware have just shipped, graphics technology continues to advance. This talk outlines the next steps, beginning with the improvements in DirectX 10.1 targeting increased flexibility and image quality. We'll cover technologies currently under investigation for future releases including tessellating subdivision surfaces, generating compressed textures, and continuing improvements in CPU/GPU interoperation. This is a great opportunity to see where your most needed new features are on the list!

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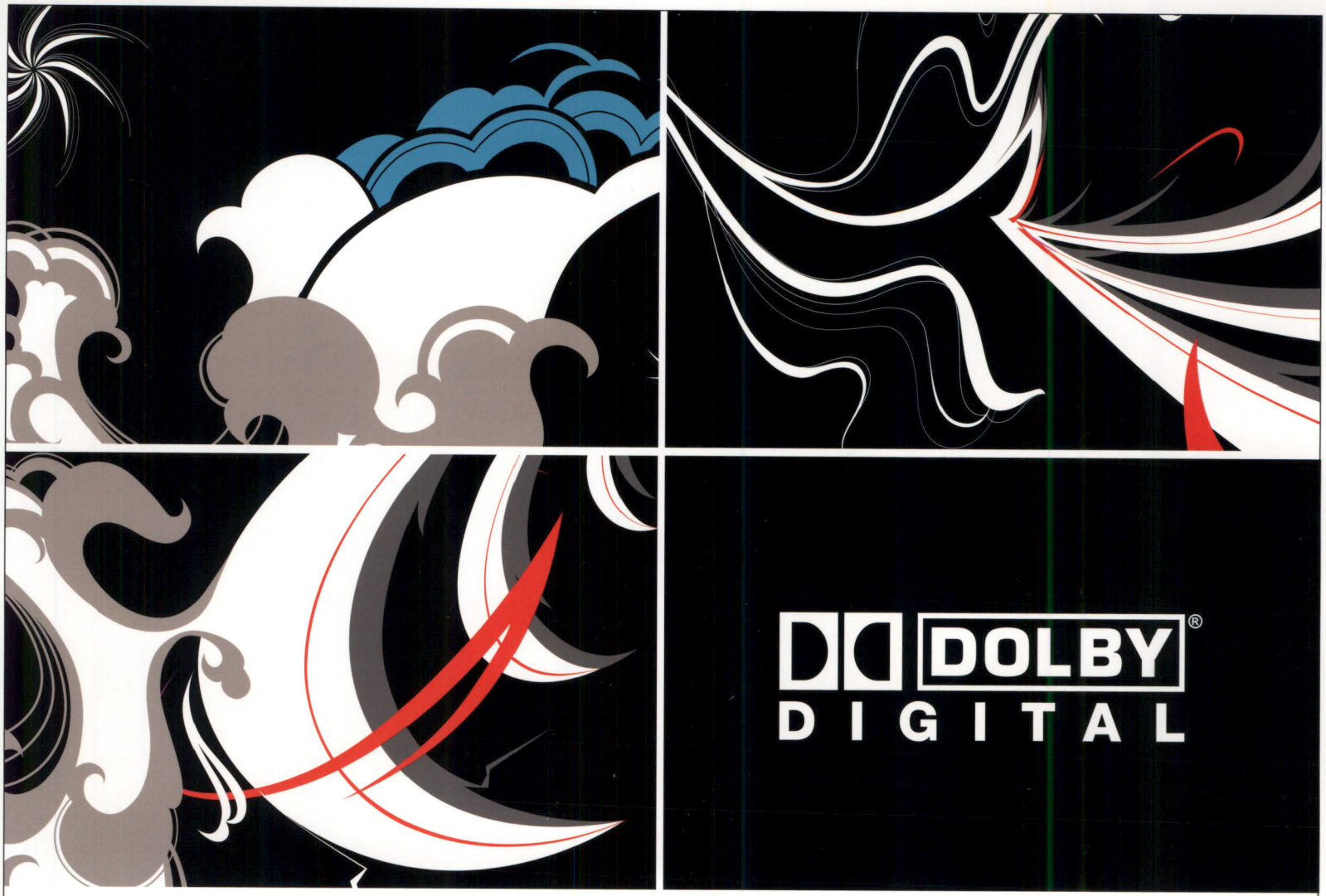

Dolby: The #1 Choice for Game Audio

All new-generation game consoles feature Dolby® surround sound technologies, and for good reason. Join us to find out why.

Dolby Digital: The Hear and Now

Wednesday, March 7, 10:30 a.m., Room 2010

Sound Ideas for Game Developers: Taking Audio Beyond 5.1

Thursday, March 8, 10:30 a.m., Room 2010

Stop by and see us in the North Hall, Expo Suite 5807.

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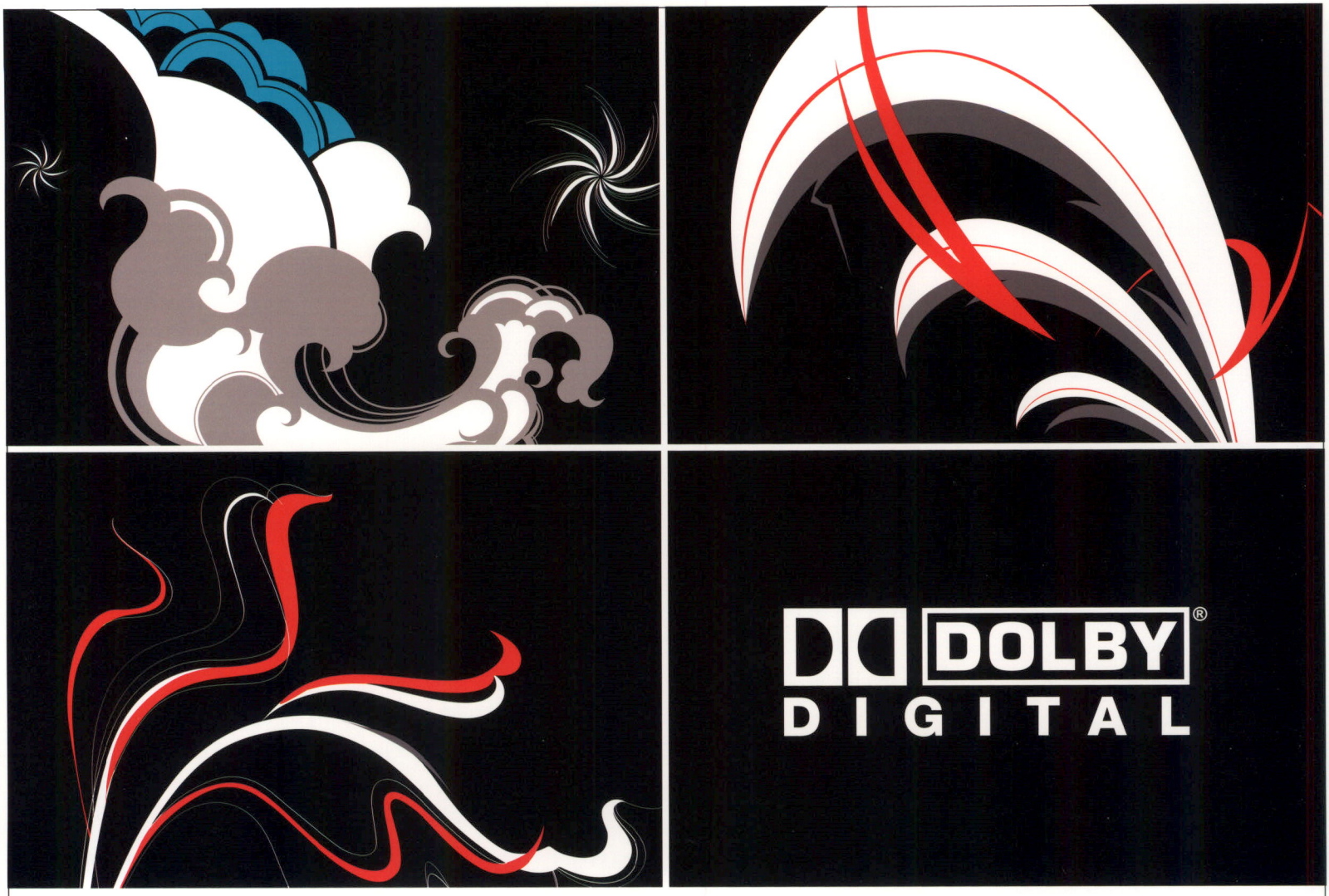
DOLBY



Get into the Hear and Now

High-definition gaming is here—with Dolby® Digital 5.1-channel audio. Hear the sound of next-generation, high-definition gaming. So real, it's as if you're experiencing the game from the inside.

Join us for a discussion of the latest updates for implementing Dolby Digital on PLAYSTATION®3 and Xbox 360™ titles. Learn the most advanced 5.1-channel mixing techniques as well as cutting-edge tips and tricks to create the most effective cross-platform mixes.

Dolby Digital: The Hear and Now

Wednesday, March 7, 10:30 a.m. to 11:30 a.m., Room 2010

While you're at GDC stop by and see us in the North Hall, Expo Suite 5807.

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DOLBY

AUDIO TRACK

Dialogue, orchestral scores, and sound effects significantly contribute to the immersive experience of today's games. The Audio Track offers real world information on the unique fusion of craft and technology that is game audio production. Sound system provided by Dolby DOLBY

Lecture – Intermediate

ADVANCED AUDIO TECHNIQUES FOR RACING GAMES: CREATING AUDIO FOR FORZA MOTORSPORT 2

Mike Caviezel & Greg Shaw

Friday 9-10am • Room 3006, West Hall

This lecture takes a focused look at the audio production process for the Xbox 360 racing-simulation game FORZA MOTORSPORT 2, and dissects the recording and implementation techniques used by the FORZA2 CAR & TRACK audio team.

Sponsored by Creative Labs

ADVANCED AUDIO TECHNIQUES IN UNREAL ENGINE 3

Daniel Vogel & Carlo Vogelsang

Friday 2:30-3:30pm • Room 3004, West Hall

Creative Labs and Epic Games explain the concepts and ideas behind Unreal Engine 3's redesigned audio system. From the most abstract audio designer layer to the implementation of the actual platform dependent layer. The focus is on designing an audio system that can extract the best from a variety of different platforms using a single flexible audio API.

20-minute Lecture – Advanced

ADVANCED GRANULAR SYNTHESIS FOR NEXT GENERATION GAMES

Leonard Paul

Friday 12-12:20pm • Room 3006, West Hall

Granular synthesis allows for a rich array of new possibilities for audio manipulation on next-gen platforms. Granular synthesis code is demonstrated to show the ease with which it can be adopted for direct use in next-gen titles.

Lecture – Intermediate

ANATOMY OF AN EXPERIMENTAL GAME SCORE

Garry Schyman

Friday 9-10am • Room 3008, West Hall

This session offers a step-by-step discussion of the score for the video game BIOSHOCK, from concept to execution to implementation.

Lecture – All

THE ART OF ORCHESTRATION: PART DEUX!

Sascha Dikiciyan, Lennie Moore, Cris Velasco

Friday 10:30-11:30am • Room 3008, West Hall

This session provides an in-depth look at the art of orchestration, assisting videogame composers with the ability to transport their musical vision from the computer to a live orchestral recording session. This year's session includes composing and orchestrating on a hybrid orchestral/electronic score, followed by a presentation on how to make an orchestra sound electronic!

Panel – Intermediate

ASSET MANAGEMENT FOR LARGE GAME DIALOGUE PROJECTS

Greg deBeer, Tom Hays, Ken Kato, Rafel Lopez

Wednesday 12-1pm • Room 3006, West Hall

This panel offers an overview of the challenges faced by developers in handling the huge numbers of voice files in many of today's games. Each panelist outlines some of the techniques they've come to rely upon through the years, and demonstrates some of their favorite tools and techniques.

Panel – All

AUDIO PRODUCTION: IDEAS FOR THE NEXT GENERATION...WHAT NEXT?

Dan Bardino, Tim Larkin, Dave Murrant

Wednesday 2:30-3:30pm • Room 3008, West Hall

This lecture offers a high level discussion on design concepts and ideas for audio development on next generation consoles. This is an extension of last year's panel discussion about what really is next generation audio. It outlines the real challenges that developers face with new platforms to manage audio content and implementation. And, it also discusses the logistics of managing the process both from a personnel perspective as well as infrastructure.

Panel – All

CREATING MORE ORIGINAL, UNIQUE MUSIC FOR GAMES

Richard Jacques, Jesper Kyd, Tim Larkin, Greg O'Connor-Read, Inon Zur

Wednesday 9-10am • Room 3008, West Hall

This panel is about the value of creating more compelling, original and unique scores for games. Videogames are one of the hippest, most cutting-edge platforms for musical expression, and, with the latest consoles, there is no longer an excuse that technology is limiting creativity. The session examines how a more original score or even creating a signature sound can benefit the success of a game both artistically and for branding measure.

Sponsored by Dolby

DOLBY DIGITAL: THE HEAR AND NOW

John Griffin & Hiroaki Kondo

Wednesday 10:30-11:30am • Room 2010, West Hall

High-definition gaming has arrived. Gamers are demanding a richer, more immersive experience and today's game consoles deliver. Dolby® Digital 5.1 channel audio is the sound of next-generation, high-definition gaming. During this session we will discuss the latest updates for implementing Dolby Digital on PLAYSTATION® 3 and Xbox 360™ titles. Learn cutting-edge tips and tricks to create the most effective cross platform mixes as well as the most advanced 5.1ch mixing techniques.

Lecture – All

EXPLORING MULTIPLAYER SOUND DESIGN IN GHOST RECON: ADVANCED WARFIGHTER

Justin Drust & Jeffrey Wesevich

Thursday 4-5pm • Room 3008, West Hall

Using work from the GHOST RECON series to help illustrate its points, this session demonstrates the importance of 3D audio-based sound design in creating detailed, natural spaces and combat sequences in complex multiplayer environments.

Panel – All

G.A.N.G. DEMO DERBY

Friday 2:30-4:30pm • Room 3008, West Hall

Attendees are invited to present their demos to a panel of industry professionals for feedback, evaluation and tips on creating a solid demo. Last year, the G.A.N.G. Demo Derby was a huge success and one G.A.N.G. member landed a major gig as a result of one of the panelists hearing their work.

Attendees may submit music, sound effects or voice over demos (Dolby 5.1/audio/video accepted) and must be a G.A.N.G. member to submit. GDC conference pass required for entry.

Demos will be reviewed on a first come, first serve basis. CDs or DVDs only please.

Sponsored by Microsoft

THE FUTURE OF AUDIO ON WINDOWS AND XBOX 360

Brian Schmidt

Friday 10:30am-11:30am • Room 3004, West Hall

As the audio landscape evolves, Microsoft remains committed to a range of audio solutions for programmers and composers that effectively target platforms such as Windows and Xbox 360. Come hear what the future holds for audio APIs and tools from Microsoft. We'll discuss audio on Vista, future APIs, and how audio developers and content creators should be thinking about audio engine design and content authoring in the years ahead.

20-minute Lecture – Intermediate

HOW TO CONVERT TO DATA-DRIVEN AUDIO AND WHAT CAN GO WRONG

Tomas Neumann

Friday 12:20-12:40pm • Room 3006, West Hall

This lecture explains how to convert from a distributed to a data-driven sound specification system and which obstacles come up along the way. The experience that was gathered while centralizing audio production workflow for the upcoming title CRYSIS is discussed and explained through specific examples.

Panel – All

HOW TO PRODUCE AN EFFECTIVE DEMO PACKAGE

Adam Levenson, Simon Pressey, Bob Rice, Tom Salta, Tommy Tallarico

Thursday 5:30-6:30pm • Room 3008, West Hall

This panel is designed to serve as an insider's guide for all music professionals and composers seeking to create an effective demo package. This panel offers valuable information and key lessons from industry leaders to help achieve goals which include: discussion of general and custom demos; discussion of various delivery methods; creating an effective demo package that clients will want to see and hear; how to follow-up with potential clients

Panel – All

HOW TO SCORE YOUR VIDEOGAME WITH AN ORCHESTRA

Audrey deRoche, Ross deRoche, Tommy Tallarico, Jack Wall

Thursday 9-10am • Room 3008, West Hall

This session provides an in-depth look at the budgeting, contracting, and managing of an orchestral recording session of videogame music.

Panel – All

THE IMPORTANCE OF AUDIO IN GAMING: INVESTING IN NEXT GENERATION SOUND

Tracy W. Bush, Martin H. Klein, Stephen Root, Sarju Shah

Friday 10:30-11:30am • Room 3006, West Hall

This panel examines the role and importance of gaming within the game development and marketing process. Specifically it seeks to address the question of whether the right sound enhances gameplay and/or game sales. Through an interactive panel discussion, we will seek to assess what role audio plays within the development process and share best practices for efficiently delivering the best possible sound experiences.

20-minute Lecture – Intermediate

MANAGING AUDIO IN 3RD PARTY DEVELOPMENT

Alexander Brandon

Friday 12-12:20pm • Room 3008, West Hall

Managing third-party development for audio is completely different from internal development. The challenges it presents include mastering concise communication and being sensitive to a wide spectrum of development paradigms concerning audio. This lecture offers specific examples to illustrate how a publisher and third-party groups can work well together for the best audio experience possible.

Panel – Intermediate

MOBILE AUDIO HAS GONE BERSERK!

Brad Fuller, Chris Grigg, Steve Horowitz, Devin Maxwell

Thursday 5:30-6:30pm • Room 3006, West Hall

Mobile audio standards are incredibly diverse and pose many problems for sound designers and composers who provide content for the dozens of hardware variations. Developing audio for cell phones and other mobile platforms require thorough knowledge of available tools audio professionals use. This panel helps sort out the best ways to deliver your artistic vision while addressing the technical problems multiple mobile devices introduce.

Lecture – All

MULTICHANNEL AUDIO: TECHNIQUES FOR A HI-DEF EXPERIENCE

Bryan Pearson

Wednesday 9-10am • Room 3006, West Hall

This session provides a discussion of the Hows and Whys of designing a multichannel audio environment. The focus is primarily on 5.1 surround for games and uses as a foundation techniques and lessons learned from the award-winning Call of Duty 2 (Xbox 360/PC).

Roundtable – All

MUSIC BUSINESS ISSUES 2007

Rich Goldman

Wednesday 9-10am • Room 124, North Hall

Thursday 4-5pm • Room 113, North Hall

The music score created for games is increasingly showing up in TV commercials, movie trailers, and on soundtrack albums. It's featured in awards shows and played on Internet radio. This session discusses these important issues from both sides of the table addressing the creative, business and legal points of view.

Lecture – Intermediate

MUSIC LICENSING FOR THE NEXT GENERATION

Sergio Pimentel

Wednesday 2:30-3:30pm • Room 3006, West Hall

Next generation consoles capabilities and their online presence pose interesting challenges to music licensing – this is largely due to the ability to download and store content on your hard-drive. SCE London Studio has huge ambitions for games such as Singstar to have an on-line store allowing players to customise their own track list and the game to a high level. This has meant the licensing process has had to be reviewed. Exploring these areas in greater detail the session will cover the challenges that were encountered and how these were overcome.

Panel – All

MUSIC: DESIGN, PRODUCTION AND IMPLEMENTATION

Clint Bajakian, Chuck Doud, Matt Levine, Jonathan Mayer

Thursday 4-5pm • Room 3006, West Hall

This session offers the audience Sony Computer Entertainment America's global approach to music across all SCEA titles, as well as detail some of its leading properties such as Warhawk for PlayStation 3, God of War 2 for PS2, Syphon Filter: Logan's Shadow for PSP and the latest SOCOM: U.S. Navy SEALs for PS2 and PSP. Emphasis is placed on process, consisting of music design, production, and implementation.

Sponsored by Creative Labs

NEXT-GENERATION CROSS-PLATFORM AUDIO TECHNOLOGY WITH OPENAL

Friday 12-1pm • Room 3004, West Hall

This session explores the role of OpenAL in a cross-platform audio engine developed by Codemasters Software for the latest installment of their renowned Colin McRae series of rally games. We'll pay special attention to the DSP capabilities offered by OpenAL's new Effects Extensions, and take a look at plans to enhance the API in future with new processing and routing options.

Poster Session – All

OPTIMISING PLAYER EXPERIENCE WITH MUSIC: SOUNDTRACK VS. PERSONAL CHOICE

Gianna Cassidy

Wednesday 1-2pm • 3rd Floor, West Hall

An extension of the work presented at last year's Game Studies Download: The top 10 Research Findings, this presentation discusses the impact of in-game music on player behavior. It discusses how the choice of preferred vs. aggressive vs. relaxing in-game soundtrack affects player performance, evaluation, emotional and arousal state. This is discussed in relation to player experience, game complexity, and personality factors.

Keynote – All

PAINTING AN INTERACTIVE MUSICAL LANDSCAPE

Koji Kondo

Wednesday 4-5pm • Room 135, North Hall

During this in-depth session, Kondo illustrates how his method of composing interactive music is unique by dissecting various examples of sounds and music from the Super Mario and Legend of Zelda series. Although the art and science of videogame music has changed dramatically during the last 20 years, his work has remained consistent and allows Nintendo's musical soundtracks to soar. Learn what inspires Kondo to create musical masterpieces as epic as the tales they accompany.

Lecture – Intermediate

PS3 AUDIO: MORE THAN EXTRA CHANNELS

Michael Kelly & Jason Page

Thursday 9-10am • Room 3006, West Hall

The presentation examines the MultiStream library, explaining its features and the reasons behind some of the design decisions made during its development. It also looks at how the role of a content creator will change in the future due to the new possibilities available. How much more work is involved in a next-gen product, what resources are required and what new skills must be learned to cope with these areas is also explored.

Panel – All

PS3: AUDIO DEVELOPMENT FROM THE TRENCHES

Dave Murrant

Thursday 2:30-3:30pm • Room 3008, West Hall

Now that the PS3 has been launched and the first wave of titles have been released what was it like to develop audio for this platform? Attendees learn tricks and tips for audio development on the PS3 platform and hear about games that have been released or are in development. Attendees will have an opportunity to ask questions of the panel about their experiences.

This session is simultaneously translated

20-minute Lecture – All

REALTIME PHYSICALLY BASED SOUND SYNTHESIS FOR GAMES

Ming Lin & Nikunj Raghuvanshi

Friday 12:40-1pm • Room 3006, West Hall

This lecture focuses on using physically based principles to simulate realistic impact and rolling sounds of objects in a typical game environment in realtime. The approach described uses many perceptually based acceleration techniques, as a result of which it is capable of handling environments with up to a hundred sounding objects in realtime.

Lecture – Intermediate

Scarface: SOUND DESIGN AND MIXING USING A POST PRODUCTION AUDIO MODEL

Rob Bridgett

Thursday 2:30-3:30pm • Room 3006, West Hall

Scarface used a unique model for its audio, combining conventional audio development from the beginning of the project and augmenting this with a movie-like post-production audio phase at Skywalker Sound. This lecture hopes to enlighten the audience about what we did and to think about this model as a way to move forward in the future of videogames audio development.

Sponsored by Intel

SONAR, INTEL MULTI-CORE COMPUTING AND GAME COMPOSITION

Brandon Ryan & Tommy Tallarico

Wednesday 2:30-3:30pm • Room 2012, West Hall

Learn how SONAR 6 Producer Edition takes advantage of Intel multi-core and 64-bit processing to empower game composition with features such as AudioSnap audio-quantization, Active Controller Technology, 64-bit audio quality and more. Features a talk by Tommy Tallarico on his methods and techniques for game composition, followed by a Q&A session.

Lecture – All

THE SOUND DESIGN OF Gears of War

Mike Larson, Jamey Scott, Daniel Vogel

Thursday 12-1pm • Room 3006, West Hall

This panel discusses the process of creating the sound design and sonic landscape of Gears of War by the people who created it.

Sponsored by THX

THX & NEURAL AUDIO: TAKING SURROUND SOUND TO THE NEXT LEVEL

Geir Skaaden & Mark Tuffy

Thursday 12-1pm • Room 2012, West Hall

THX and Neural Audio are enabling game developers to create realtime, discrete 7.1 soundtracks using a 5.1 audio codec. Learn how to deliver a true 360-degree gaming experience using existing bandwidth channels and platforms. This session offers an in-depth look at a surround technology that should be the weapon of choice for every sound artist.

Sponsored by Dolby

SOUND IDEAS FOR GAME DEVELOPERS: TAKING AUDIO BEYOND 5.1

Matt Tullis

Thursday 10:30-11:30am • Room 2010, West Hall

Dolby® Digital surround sound defines the audio experience in gaming today. What does the future hold? How will Dolby audio technologies impact games today and tomorrow? In this session we will discuss new Dolby technologies that can improve the audio in your games.

20-minute Lecture – All

THEME SONG: MAKE YOUR SOUNDTRACK STAND OUT

Zak Belica

Friday 12:20-12:40pm • Room 3008, West Hall

This session reviews the creation of the SiN Episodes: Emergence theme song "What's The World Come To." Topics will include pitching the concept to higher-ups, theme creation, theme implementation in the product and the marketing benefits of a strong musical theme.

Lecture – Intermediate

Tomb Raider: THE ART OF EPIC SCORING

Troels Folmann

Thursday 12-1pm • Room 3008, West Hall

This session is focused on epic scoring and orchestration techniques for the next generation Tomb Raider soundtrack. The request for epic soundtracks is increasing as games and motion picture become larger in scale and with more powerful and demanding visuals. The majority of blockbuster movies follow a consistent trend in the creation of big and larger-than-life soundtracks – and similar tendencies can be seen in a variety of larger game productions.

Lecture – All

WHY "WORK-FOR-HIRE" DOESN'T WORK FOR COMPOSERS: CONCRETE STEPS TO IMPROVE A DEAL

Jim Charne

Wednesday 12-1pm • Room 3008, West Hall

Game music deals have historically required that composers assign all rights to their music on a work-for-hire basis. This treatment of composers is reminiscent of the most disreputable practices of the recorded music and music publishing industries. This session will present a strategy for composers to retain a greater interest in their compositions so they may share in revenue that may be generated by the success of the music.

Sponsored by Audiokinetic

WWISE – NEXT-GEN WORKFLOW FOR NEXT-GEN AUDIO

Jacques Deveau

Wednesday 9-10am • Room 2012, West Hall

This session covers the impact that sophisticated audio has on creating immersive gaming experiences. We will demonstrate how Wwise simplifies the audio development process to allow for greater creative freedom and optimizes your pipeline, paying particular attention to collaboration. We will showcase new features, including the highly anticipated interactive music.

AI curious?
AI
Is your game AI-ready?
→ physical worlds
→ crowds
→ massive destructibility
→ vaulting + traversal
AI·implant™
Don't be shy → booth 224
The first AI middleware in the UE3 Integrated Partner Program
Award-winning technology
gamedeveloper FRONTLINE AWARD '06
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BUSINESS & MANAGEMENT TRACK

The business of gaming requires sound strategies and outstanding tactical execution. The Business and Management Track looks at these aspects of the game development process and offers proven strategies to understand complex game industry business issues.

Lecture – All

10 STEPS TO SUCCESS IN OUTSOURCING CONTRACTS

Vincent Scheurer

Friday 10:30-11:30 • Room 3007, West Hall

This is a lecture about outsourcing contracts. Using relevant examples taken from the games industry, the lecture identifies the 10 principal issues to be considered in any outsourcing contract. It considers each issue in detail, focusing on how the deal can be structured to benefit both the client and the outsourcing company.

Sponsored by Fox Interactive Media

30 MILLION GAMERS CAN'T BE WRONG

Scott Mucci & Nick Williams

Wednesday 2:30-3:30pm • Room 2010, West Hall

Want to know what millions of gamers think about your idea? When is the right time to launch in a crowded market? Who are you competing against? How do you forecast sales? The IGN GamerMetrics team will share best practices for using consumer online behavior data to help answer these questions.

Lecture – All

ADVENTURES IN FUNDRAISING: LESSONS LEARNED ON THE CUTTING EDGE OF CAPITAL

Kevin Bachus

Wednesday 2:30-3:30pm • Room 3007, West Hall

You never dreamed when you joined the game industry that you'd end up spending more time with bankers than with designers. But when the studio looks to you to make sure there's enough in the bank account – whether for expansion, acquisition, or just for ongoing operations – how do you even figure out where to begin? This lecture, drawn from hard-learned real life lessons raising funds for Capital Entertainment Group, Infinium Labs, and Nival Interactive, provides unique insights into the many types of capital that are available to game developers today and details the steps you must take right now to seek out and land the funds your team is counting on.

Lecture – All

ARE SERIOUS GAMES WORTH TAKING SERIOUSLY?

Noah Falstein

Thursday 9-10am • Room 3009, West Hall

What are serious games and should you care? Do they offer money, creative outlets, a welcome change of pace? If you're curious about this rapidly growing segment of the game field, this talk will help you decide if it's something you should take... um... seriously!

Lecture – Advanced

ART DEPARTMENT CONFIDENTIAL

Seth Spaulding

Thursday 9-10am • Room 3000, West Hall

This session covers the nuts and bolts of Art Department Management for game developers. From setting up a department for a start-up to managing growth in a large company, this session covers the essential tools needed for building an effective and motivated group of artists.

Lecture – Intermediate

BETTER THAN A SCHEDULE: NEXT-GEN PROJECT PLANNING

Jez Sherlock

Friday 2:30-3:30pm • Room 3016, West Hall

This session covers a process widely used in project management circles to assist in measuring the available capacity a team has for work and how to gather data to fill it. The emphasis is on planning using data collected to enable more effective control over your project than a schedule alone might offer.

Sponsored by BigWorld

BIGWORLD 101

Simon Hayes

Friday 4-5pm • Room 2012, West Hall

This talk provides an interactive overview of BigWorld Technology, the complete MMOG solution, and the ways in which it can help you solve the hard problems of MMOG development – and the creation of next generation MMOGs. Topics include the BigWorld Server architecture, the BigWorld content pipeline and tools, smooth action gameplay in a client-server environment, and BigWorld Wireless.

Lecture – All

BURGERS AND BLITZ: CREATING A BRAND-FUNDED GAME

Sion Lenton

Friday 2:30-3:30pm • Room 3007, West Hall

In a unique promotion for Burger King, Microsoft's Xbox team worked closely with leading British developer Blitz Games to produce three Xbox 360 games for a massive in-store promotion beginning November 2006. The promo sold 3.2M units and was cited as being responsible for a 40% increase in BK's Q4 profits.

Roundtable – Intermediate

CASUAL GAMES ON MULTIPLE FORMATS: MOBILE, WEB, HANDHELD, PC OR CONSOLE-DOWNLOAD

Dan Scherlis

Wednesday 9-10am • Room 110, North Hall
Thursday 2:30-3:30pm • Room 113, North Hall
Friday 9-10am • Room 113, North Hall

Casual games are increasingly popular, but developers and publishers generally target one or another format (such as mobile, web, or console-downloads). In this roundtable, participants explore deploying a given title across multiple formats. Is it a good idea? Is it feasible? How important is simultaneous release? How much redesign and rework should be anticipated?

Lecture – All

CATCH A TIGER BY THE TAIL: HOW KOREAN ONLINE GAMES ARE SUCCESSFUL IN ASIAN MARKETS

Jong Hyun Wi

Wednesday 9-10am • Room 135, North Hall

This session addresses how Western and Eastern players are different, how Koreans develop successful online games, and a case study of the development and deployment of successful Korean online games.

This session is simultaneously translated

Sponsored by Adobe

CHALLENGES FOR NEW GAME DEVELOPERS

Ritesh Banglani

Thursday 4-5pm • Room 3004, West Hall

New games developers are the lifeline of the industry. Yet they often get a rude welcome in the form of unattractive financial incentives, incompatible technologies and limited marketing avenues. This panel examines the top issues new developers face, and what the industry can do to remain attractive to fresh developers.

Lecture – All

CONSOLE WARS: ISSUES FOR THE FIRST TWO YEARS OF NEXT-GEN

Don Daglow

Friday 12-1pm • Room 3020, West Hall

Don Daglow reviews what's different about creating games in the first two years of any console war, and also what's different about this particular installment of the ongoing battle for console dominance. Based on his 35 years of game design experience and five major console hardware cycles, both business climate and game design factors will be covered.

Lecture – All

COPYCATS AND COPYRIGHTS: SOLVING THE CASUAL GAMES PUZZLE

Stephen Rubin

Friday 9-10am • Room 3007, West Hall

The features that make casual games so popular – simple and easily-mastered rules and gameplay, minimal or no plots and characters, brevity, and 2D graphics – render a substantial portion of casual games content unprotectable under U.S. copyright law. Copyright protection extends only to creative expression, such as original storylines, unique artwork and developed characters. It does not cover universal ideas used over and over, such as mazes, chases, puzzles, solitaire and pinball. Using games like Pac-Man, Tetris, Bejeweled and Zuma to illustrate, copyright principles will be applied to casual games to distinguish protectable content from freely imitated ideas, as well as to suggest design techniques by which casual game developers can strengthen their claim to copyright exclusivity. Although casual games are a distinct subset, the copyright analysis has application to games in general.

Panel – All

DEVELOPER/PUBLISHER WARS

Keith Boesky, Frederick Fierst, Barry Seaton

Thursday 2:30-3:30pm • Room 3010, West Hall

This panel of industry veterans provides guidance into anticipating, avoiding, preparing for, resolving and litigating the many types of clashes between developers and publishers.

Roundtable – All

DEVELOPERS AND INVESTORS, A MARRIAGE MADE IN HEAVEN?

David Perry & Randel Reiss

Wednesday 12-1pm • Room 110, North Hall

Thursday 9-10am • Room 123, North Hall

We keep getting calls from investors looking for games/teams to invest into, then we get developers calling to find investment/funding. Over and over. Why is there such a disconnect? Want to very openly discuss the current financial relationship state between Investors – Developers – Publishers? How do we improve the way this all works? How could relationships be improved? What experiences have you had finding funding? If you're an investor, what's been your experience when talking to developers? If you're a publisher, what financial models do you really want to see proposed to you? This round-table won't just be a discussion, we will be taking notes, and then after GDC we will pay a team to go out and address and achieve the needs raised in the meeting. So if you want to be a part of changing how game investment works. You need to be there.

Panel – All

EARLY LESSONS IN DIGITAL DISTRIBUTION

Greg Canessa, Dan Connors, Jason Holtman, Ray Muzyka, Rick Sanchez

Wednesday 4-5pm • Room 3020, West Hall

The pioneers who have emerged at the forefront of digital distribution in videogames meet to discuss how the early experiments of the past year played out, how their business and revenue-sharing models differ, and how they expect the growing space to evolve as more players enter the market.

Lecture – All

EARLY STAGE FUNDING FOR INDEPENDENT DEVELOPMENT STUDIOS AND GAMING START-UPS

Matthew Le Merle

Thursday 4-5pm • Room 131, North Hall

Funding a game company is often the last, and most crucial step in realizing the vision of an independent development studio or gaming start-up. This session focuses on what independent developers and gaming start-ups need in their investment pitches to acquire the early stage funding they need. It involves a discussion of what works, what does not, and how companies can bridge the gap to VC funding. The session will include recent examples including arena.net, Telltale Games, Animated Speech, QB International, and others to give developers keys for success in the private equity market.

Sponsored by WildTangent

EASY AD DOLLARS FOR GAME DEVELOPERS II

Alex St. John

Wednesday 10:30-11:30am • Room 3004, West Hall

Thursday 12-1pm • Room 3004, West Hall

WildTangent has created the Internet's largest in-game advertising network spanning over 300 games, 50+ developers and distributed with all leading PC OEM's. We need more games and more audience to meet the growing demands from leading advertisers. Join us to learn how your games and users can participate.

Poster Session – All

ENGLISH SPEAKING PLAYERS AS IN-GAME CONTENT: NEW IDEAS FOR MARKETING TO YOUTH IN ASIA

Edd Schneide & Kai Zheng

Thursday 1-2pm • 3rd Floor, West Hall

Piracy and parental attitudes towards gaming can make marketing games in Asia difficult. This poster session details the results of a project investigating to use of online games as a way to teach English, with an overall intent of testing the concept of using access to English speakers as a way to attract Asian gamers.

Lecture – Intermediate

FEUD NO MORE: LEARNING TO LOVE THE HYBRID WEB/DOWNLOAD CASUAL GAME

Bret Barker & David Fox

Wednesday 2:30-3:30pm • Room 2007, West Hall

Family Feud Online Party is a unique hybrid of web and downloadable casual games. A classic TV brand was converted into a subscription-based community by integrating existing Java web application infrastructure into a quality C++ game engine.

Roundtable – Intermediate

FREE TO PLAY, PAY FOR STUFF! THE VIRTUAL ITEM AND MICRO-CURRENCY FRONTIER

Daniel James & Matt Mihaly

Wednesday 2:30-3:30pm • Room 113, North Hall

Thursday 4-5pm • Room 123, North Hall

Friday 10:30-11:30am • Room 124, North Hall

Join a free-thinking discussion between virtual goods salesmen, secondary market mavens, collectible digital card hawks and cash-for-gameplay naysayers. This high-level discussion focuses on practical information sharing on the hazards and opportunities behind introducing hard-cash currencies to virtual worlds and games.

Roundtable – Advanced

THE GAME ATTORNEY'S DEVELOPER DEAL ROUNDTABLE

Tom Buscaglia

Wednesday 4-5pm • Room 114, North Hall
Thursday 9-10am • Room 113, North Hall
Friday 12-1pm • Room 113, North Hall

As publishing agreements become more and more complex, understanding and negotiating the best deal for studios becomes a constant challenge. Studios are continually at a disadvantage because publishers negotiate many more deals each year that most studio heads have handled in their entire career. This roundtable helps level the playing field by allowing developers to share their common experiences with an experienced attorney who handles multiple deals each year.

Panel – All

GETTING THROUGH GREENLIGHT

Shannon Loftis, Joe Minton, Tony Pereira, Robert Stevenson, Dan Winters

Thursday 9-10am • Room 3010, West Hall

This session helps developers understand publisher greenlighting processes and techniques to set-up for an effective pitch and presentation. It discusses the pitfalls developers must avoid. The talk aims to help get more original ideas approved, benefiting the whole industry.

Sponsored by Microsoft Casual Games

GIVIN' IT AWAY AND GETTING PAID FOR IT: HOW CASUAL GAMES DEVELOPERS CAN SHARE ADVERTISING REVENUE ON FREE GAMES

Scott Austin

Thursday 12-1pm • Room 2010, West Hall

Microsoft Casual Games has expanded the typical casual games developer revenue model by introducing new advertising revenue sharing opportunities. Ad share programs opens up experimentation with new business models, like ads in game trials or ad-supported web-only games, and provides an incentive for developers to continue to innovate in the casual space. Join us to learn more about Microsoft's Ad Rev Share Program and how you can benefit.

Sponsored by Macrovision Trymedia Games

THE HIDDEN COSTS AND BENEFITS OF DIGITAL DISTRIBUTION

Cal Morrell

Wednesday 12-1pm • Room 2012, West Hall

To remain competitive and answer customer demands, retailers and publishers are moving towards more digital distribution. Will 2007 be the year for mass adoption and what benefits does this distribution method bring to companies and channels? Learn more about hot topics such as creating new revenue opportunities with advertising and marketing tools and the savings to be gained in quality assurance through digital distribution, for example.

Lecture – All

HOW CASUAL GAMES WILL KILL THE CONSOLE (AND WHY THAT'S A GOOD THING)

John Welch

Friday 2:30-3:30pm • Room 3010, West Hall

Well into the videogame industry's third decade, what if we'd be better off throwing everything we've learned so far out the window? This session makes case for casual games and non-game media companies as the catalyst poised to transform the video game landscape and experience as we know it.

Sponsored by GameSpot

HOW TO SUCCEED IN THE CURRENT-GEN WORLD: INTELLIGENT DECISION-MAKING WITH GAMESPOT TRAX

Kitt McCurdy

Wednesday 9-10am • Room 2010, West Hall

This session will highlight recent case studies and provide current data on the emerging trends for the current-generation videogame systems. Learn firsthand about the unlimited power of GameSpot Trax and its tremendous ability to put you inside the minds of your consumers.

Lecture – All

I, Q: A PROGRESS REPORT ON THE Q ENTERTAINMENT BUSINESS MODEL

Shuji Utsumi

Friday 9-10am • Room 132, North Hall

Q Entertainment has developed several diverse hit titles on multiple platforms with multiple publishers, such as Lumines for the Sony PSP, Meteos for the Nintendo DS, and 99 Nights for the Microsoft Xbox 360. This session discusses how Q Entertainment grew from a relatively small developer to such a prolific studio in three years. CEO Shuji Utsumi shares how he structured the company to balance creative and business success factors, the business plan that delivered Lumines, and how it's working out. In fostering both gameplay innovation and fiscal responsibility, Utsumi also gives insight into what worked and what did not work in leveraging the key features of the studio and its record of hits to bargain and partner with key publishers and platforms. Finally, Utsumi offers a vision of how a small developer can effectively lead industry innovation by blending games, music, and online culture.

Keynote – All

IF YOU'RE SCARED THAT OTHERS WILL FIND OUT YOU DON'T KNOW HOW TO BE A MANAGER

Mark Horstman

Wednesday 12-1pm • Room 3001, West Hall

Most game/design company managers are terrible at the people part of their jobs – coaching, developing and motivating, to say nothing of interviewing, succession planning, and even running meetings. What ARE the basics of managing? What SHOULD you be doing? We'll cover the basics. It's actually easy...unless you've never done it.

Roundtable – All

IMPROVING THE QA PROCESS

Chuck McFadden

Wednesday 2:30-3:30pm • Room 114, North Hall
Thursday 9-10am • Room 114, North Hall
Friday 9-10am • Room 124, North Hall

For industry professionals with some involvement in the QA process, this roundtable attempts to explore various effective ways of testing increasingly complex games.

Sponsored by Macrovision Trymedia Games

IN-GAME ADVERTISING 2007

Robb Lewis

Wednesday 10:30-11:30am • Room 2012, West Hall

Are in-game ads living up to their potential? How much of an advertising budget will focus on in-game in the future? Answers to those questions and more will be discussed in this session as companies look for alternatives for reaching an even more customized audience with their marketing dollars. Topics include the year's progress, milestones and expansions to the category.

Lecture – Intermediate

IP: CREATING IT, USING IT, AND KEEPING IT

S. Gregory Boyd

Wednesday 9-10am • Room 3009, West Hall

IP is more valuable in the current generation of games than ever before. As a consequence, building, exploiting, and protecting the property is growing in importance. This session discusses general IP protection, licensing, and litigation in the game industry.

Lecture – All

IT'S MORE THAN MAKING COFFEE: INTERNS – HOW TO GROW YOUR TEAM FROM THE GROUND UP

Greg Foertsch & Chris Sulzbach

Thursday 2:30-3:30pm • Room 3016, West Hall

This lecture discusses developing and maintaining successful internship programs from both the developer's perspective and the student's perspective of getting in the door and then making the most of it.

Sponsored by IBM

LAUNCHING AN ONLINE GAME? WHAT YOU NEED TO KNOW BEFORE THINGS GET OUT OF CONTROL

George Dolbier & James Hursthouse

Friday 12-1pm • Room 2010, West Hall

Running online games is now a global affair, with publishers and the user community expecting new games to launch globally. Attendees will learn valuable information about the economic and technical aspects of hosting a single online game instance, as well as how to approach hosting a game for a global community.

20-minute Lecture – All

LEGAL ISSUES AFFECTING THE CREATION AND IMPLEMENTATION OF DRM SYSTEMS

Gabriel Ramsey

Friday 12-12:20pm • Room 3007, West Hall

DRM systems have become more prevalent in the protection of valuable IP. This course explores how legal developments concerning the Copyright Act and Digital Millenium Copyright Act affect the protection afforded by DRM systems. Further, the course explores potential legal exposure related to how DRM systems are implemented or presented to consumers.

Lecture – All

LEGAL RAMIFICATIONS OF USER-CREATED CONTENT IN OPEN AND CLOSED VIRTUAL WORLDS

Sean Kane

Thursday 12-1pm • Room 3007, West Hall

As the virtual world becomes more open and complex and as the addition of user-created content continues to rise, the EULA may not provide the same protections that it once did. As the nature of the games progresses to more and more imitate life in the real world, the more potential for legal consequences and obligations for game developers.

20-minute Lecture – Intermediate

MANAGING AUDIO IN 3RD PARTY DEVELOPMENT

Alexander Brandon

Friday 12-12:20pm • Room 3008, West Hall

Managing third-party development for audio is completely different from internal development. The challenges it presents include mastering concise communication and being sensitive to a wide spectrum of development paradigms concerning audio. This lecture offers specific examples to illustrate how a publisher and third-party groups can work well together for the best audio experience possible.

As the virtual world becomes more open and complex and as the addition of user-created content continues to rise, the EULA may not provide the same protections that it once did. As the nature of the games progresses to more and more imitate life in the real world, the more potential for legal consequences and obligations for game developers.

Poster Session – All

MAPPING YOUR CORPORATE GEOMORPHOLOGY

Casey O'Donnell

Wednesday 1-2pm • 3rd Floor, West Hall

If game companies were worlds, what would yours look like? This session identifies the processes, structures, and disciplines that generate the distinctive landscape of game companies and the dynamics of that typography. It presents best practices for identifying particularly dangerous fault-lines and ways to alter the landscape without causing catastrophic corporate harm. It uses concrete examples drawn from a two-year ethnographic study of a game development studio.

Panel – All

MEET THE PRESS

Chris Baker, Talmadge Blevins, Frank Cifaldi, Dan (Shoe) Hsu, Brandon Sheffield

Friday 9-10am • Room 3000, West Hall

What magic voodoo formula do game critics use to determine review scores? What criteria must a game meet in order to be considered worthy of acclaim? And just who in the heck are these reviews written for, anyhow? Come join the top names in the enthusiast and technology press for discussion of these issues and more!

Panel – All

MMOS, PAST, PRESENT AND FUTURE

Mark Jacobs, Daniel James, Mark Kern, Raph Koster, Gordon Walton

Wednesday 4-5pm • Room 3006, West Hall

When it comes to the massively multiplayer online game market, where have we been, where are we and most importantly, where are we going? This session outlines the evolution of this entertainment medium and where they believe it is headed.

20-minute Lecture – All

THE NEW ALTERNATE REALITY GAMES

Adrian Hon

Friday 12:20-12:40pm • Room 2007, West Hall

Alternate Reality Games are everywhere – they support marketing campaigns, TV shows, movies, comics, books and videogames. However, for the most part they rarely stand on their own, use their own IP, or determine their own destiny. However, a new wave of ARGs are using new business models, generating their own revenue and creating their own IP, including Perplex City and Cathy's Book, heralding an evolution in the genre of cross media entertainment.

20-minute Lecture – Intermediate

THE NEW WAY OF FINANCING: MAXIMIZING THE VALUE OF YOUR IP ASSETS

Andrew Katz

Friday 12:20-12:40 • Room 3007, West Hall

This session discusses financing for developers by focusing on structured finance techniques that have been used by Hollywood and owners of other IP assets for many years. It discusses how game developers can use their IP assets, including trademarks, for new and potentially better financing opportunities.

Panel – All

NEXT GENERATION PUBLIC RELATIONS PANEL

Sean Kauppinen, Josh Resnick, Sibel Sunar, David Tractenberg

Thursday 5:30-6:30pm • Room 3009, West Hall

This panel will take traditional PR techniques and talk about what works and what doesn't for this group of consumers. We will offer advice on getting your title into the mainstream mind, talk about potential pitfalls, and discuss practical ways to move forward.

Roundtable – All

NON-PROFIT GAMES: HOW CAN THE INDUSTRY GIVE BACK?

Martin de Ronde

Wednesday 12-1pm • Room 123, North Hall
Thursday 5:30-6:30pm • Room 113, North Hall

In this roundtable discussion, Martin de Ronde, one of the people involved in the OneBigGame initiative, invites anybody with a general interest in the future of the games industry and its place in society for a discussion on this topic. In the session, he will briefly explore the nature of non-profit videogame entrepreneurship and game charity initiatives, using examples from the public benefit organization that he helped set up. Following this, he aims to ignite a discussion surrounding these types of initiatives, looking for feedback & opinions on their effectiveness& benefits and the message they are sending out to society.

Lecture – All

ONLINE GAMES: THE ASIAN FLU

Howard Marks

Friday 10:30-11:30am • Room 3000, West Hall

Are online games just for hobbyists? Is social gaming going to be the next Internet sensation? As a warning, this thought provoking presentation may make industry executives uncomfortable because of the direct unfiltered unedited analysis.

Lecture – All

OUTSIDERS IN THE ENTERTAINMENT INDUSTRY

David Braben

Thursday 12-1pm • Room 3020, West Hall

This session uses The Outsider as an example of how we are trying to address each of these issues; funding, risk, creating game and film IP together, creating technology to span multiple games, realising the problems with 'real' people, putting together large, detailed worlds in a cost-effective way.

Panel – All

PC GAMING IN AN AGE OF CONNECTED CONSOLES

Chris Avellone, Michael Capps, David Edery, Soren Johnson, Warren Spector

Thursday 12-1pm • Room 3010, West Hall

The PC game industry is in flux. While sales of casual and massive multiplayer games are rising, sales of traditional AAA titles are reportedly declining. The panel discussES how PC games should evolve to compete with and complement console titles, and identify promising areas for ongoing PC game development.

Lecture – All

PLANNING FOR A SOFT LANDING: NEGOTIATING TERMINATION CLAUSES IN GAME DEV DEALS

Jim Charne

Thursday 12-1pm • Room 3009, West Hall

Game dev deals are like pre-nuptual contracts. They are negotiated when there is romance in the air and the bloom is on the rose. This session examines game dev termination clauses, identifies contract terms that are bad for developers, and offers ideas to improve what may happen when your project is killed or worse.

Panel – Intermediate

ROYALTY AUDITS: WHO, WHAT, WHEN, WHERE, AND HOW

Jim Charne, Tim Christian, Fred Wolinsky

Thursday 5:30-6:30pm • Room 131, North Hall

Royalty audits are standard practice and commonly accepted in the recorded music, movie, television, and book industries. And, for good reason. Audits can turn up huge unpaid royaltyamounts. An experienced games industry lawyer, and one of the top entertainment industry royalty auditors provides an overview of the process and offers suggestions that may help you decide when and whether it is the right time to audit your game royalty statements.

Lecture – All

THE SECRET GARDEN: MOBILE GAMES AND THE 4% ADDRESSABLE MARKET WHO LOVE THEM

John Szeder

Thursday 4-5pm • Room 3009, West Hall

This is an entry level talk for people who wish to understand the mobile games marketplace, where are the challenges, and where are the opportunities. The downloadable mobile games marketplace launched in north america in 2002. The largest player was acquired for $680M by EA, and many other companies are struggling to maintain traction. What is all the excitement about, and how can you participate?

Roundtable – All

SECURITY AND PRIVACY IN GAMES

Elonka Dunin

Wednesday 4-5pm • Room 113, North Hall
Thursday 12-1pm • Room 113, North Hall
Friday 10:30-11:30am • Room 114, North Hall

This is designed to be a forum for discussion of security and privacy issues in game development, including everything from cheating to theft of personally identifiable information (PII), including deployment of malicious software either through the game itself, or as mods or replays.

Panel – All

SHARING CONTROL

David Edery, Raph Koster, Ray Muzyka, Kim Pallister

Friday 10:30-11:30am • Room 3016, West Hall

This year's GDC theme is "Take Control", but this next generation of gaming should be equally remarkable for its emphasis on broadband-enabled social systems, multiplayer games, and user-generated content. This panel will grapple with the benefits and challenges of "sharing control" with gamers.

Panel – All

TAKING CONTROL OF YOUR (STUDIO'S) DESTINY

Denis Dyack, Rich Hilmer, Eric Peterson, James Schmalz, Greg Zeschuk

Friday 9-10am • Room 3009, West Hall

Independent development teams are critical to the vitality of the games industry. With the next-generation's increasing demands and growing budgets, how is it possible to retain the core values of an independent studio? Some of the industry's highest-regarded independent studio heads share their various ideas to make it work.

Lecture – Advanced

TESTING TECHNIQUES, TOOLS, AND TIPS

Evan Birkby

Thursday 2:30-3:30pm • Room 2007, West Hall

This session will focus on ways to improve test coverage and bug tracking. Identifying which test cases will uncover the most bugs and how to identify new areas to test will help with both coverage and efficiency. Effective recruiting of test teams and how to cover multiplayer demands on resources will also be discussed. Testing FPS, RTS, RPG and other game types will compared and unique issues identified.

Lecture – All

TIP OF THE ICEBERG: FUTURE OF GAMES AND ENTERTAINMENT RESIDES ONLINE

Lars Buttler & Jon Van Caneghem

Wednesday 2:30-3:30pm • Room 3020, West Hall

Let's talk dollars and sense: developers need new revenue streams, the content markets need an infusion of creativity, masses need a common platform, publishers need to build new audiences. This panel offers a glimpse into the future and the business opportunities awaiting the interactive entertainment industry at large in a massively connected world.

Lecture – Intermediate

USING CREATIVE DESIGN TO MONETIZE VIRTUAL WORLDS (THREE 20-MINUTE LECTURES)

Eric Bethke, Sulka Haro, Matt Mihaly

Friday 12-1pm • Room 131, North Hall

Every virtual world is different and generating a profit while serving their needs sometimes requires employing creative design. This panel brings together experts from companies employing revenue models ranging from selling virtual weapons to selling server time to user-creators. Panelists outline their company's models and provide relevant examples of how they've supported that model with design decisions that don't alienate their customers.

Lecture – All

THE VIDEOGAME PIRACY PROBLEM: FIFTEEN MEN ON A DEAD MAN'S CHEST

Todd Hollenshead

Friday 10:30-11:30am • Room 3001, West Hall

This session will discuss the state of the piracy problem the game industry faces, paying particular attention to the impact Internet piracy has on the PC game industry. Todd's experiences battling pirates and hackers over the past 10 years as CEO of id Software offers lessons in what to do, as well as what not to do in best protecting you company and game assets from those that fly the Jolly Roger.

Sponsored by VMC Game Labs

WHAT YOU NEED TO KNOW ABOUT NEXT-GEN CONSOLE AND PC GAME TESTING: MEETING YOUR MARKET'S HIGH EXPECTATIONS

Steve Fowler

Friday 10:30-11:30am • Room 2010, West Hall

Learn what you need to know to develop high quality games for next generation consoles and platforms. Join VMC Game Labs as we present best practices in test planning, test processes and release to market strategies every developer should know. Hear how to integrate outsourced game testing into your development process to improve quality and speed time to market.

Lecture – All

WHERE GAME MEETS THE WEB

Raph Koster

Thursday 5:30-6:30pm • Room 3020, West Hall

This session is about lessons we can learn from how the Web world works, applied to the game industry, and concrete takeaways on how to leverage the brave new Web world.

Lecture – All

WHY "WORK-FOR-HIRE" DOESN'T WORK FOR COMPOSERS: CONCRETE STEPS TO IMPROVE A DEAL

Jim Charne

Wednesday 12-1pm • Room 3008, West Hall

Game music deals have historically required that composers assign all rights to their music on a work-for-hire basis. This treatment of composers is reminiscent of the most disreputable practices of the recorded music and music publising industries. This session will present a strategy for composers to retain a greater interest in their compositions so they may share in revenue that may be generated by the success of the music.

Sponsored by Microsoft Xbox

XBOX LIVE ARCADE GAME DEVELOPMENT: HOW TO DEVELOP AND PITCH A SUCCESSFUL XBOX LIVE ARCADE GAME SUBMISSION

Katie Stone Perez

Wednesday 2:30-3:30pm • Room 3011, West Hall

With a diversified library of original development, independent, and retro classic titles and an explosively growing audience, Xbox LIVE Arcade has proven that digital distribution works and has led the industry in creating this new opportunity for developers. Whether you're seasoned or brand-new to the platform, the Xbox LIVE Arcade team has some new best practices, pitch guidelines and other advice designed to help its developers succeed in this fast-paced new world. Topics include: Xbox LIVE Arcade process overview from start to finish, six pillars for building a successful Xbox LIVE Arcade game, how to make your concept submission stand out, and more.

Lecture – All

YOUR OWN GAME STUDIO IN SIX MONTHS: BOOTSTRAPPING CORE THROUGH CASUAL

Charlie Cleveland

Friday 2:30-3:30pm • Room 125, North Hall

Now that next generation games and budgets are the "norm", how can you possibly hope to start your own independent studio? This course describes specific resources and techniques for quickly and enjoyably starting an independent core game studio through casual game development.

Lecture – All

YOUR PROJECT NAME, LLC: FUNDING PROJECTS BY FORMING NEW COMPANIES

Lane Kiriyama

Wednesday 9-10am • Room 3020, West Hall

Developers often grapple with the challenge of obtaining outside investment to fund individual titles without giving away the company. See how Wahoo Studios and their NinjaBee division used Limited Liability Companies (LLC) to fund XBox 360 Live Arcade titles without giving up IP or company ownership.

GAME DESIGN TRACK

Game designers need to understand and exploit the possibilities of new technologies even as they continue to master the traditional disciplines of drama, gameplay, and psychology. The Game Design Track explores the challenges and ramifications of the interaction between new technologies and established techniques.

Roundtable – All

ARTIFICIAL INTELLIGENCE IN COMPUTER GAMES

Neil Kirby & Steve Rabin

Wednesday 2:30-3:30pm • Room 124, North Hall
Thursday 5:30-6:30pm • Room 123, North Hall
Friday 2:30-3:30pm • Room 123, North Hall

The general topics sessions on Wednesday allow experienced developers to hear and discuss AI issues and future plans. The genre-specific sessions on Thursday allow them to talk in depth about AI as it relates to typical games. The AI For Beginners session on Friday allows people who are new to AI to get their questions answered. No question is too basic for this session.

Roundtable – All

BEYOND MEN IN TIGHTS: EXPLORING NEXT-GENERATION MMO DESIGN

Damion Schubert

Wednesday 4-5pm • Room 124, North Hall
Thursday 4-5pm • Room 110, North Hall
Friday 10:30-11:30am • Room 113, North Hall

Nearly 10 years after Ultima Online and Everquest introduced massively multiplayer gameplay to the masses, critics charge that innovation since then has been few and far between, and that the genre is stagnating. This is a roundtable to discuss the risks we should be taking in order to take massively multiplayer gameplay to the next level.

Lecture – All

BLINDTESTING

Steve Jackson

Wednesday 2:30-3:30pm • Room 3016, West Hall

Blindtesting is a very important game testing technique. It's underappreciated, and the term is often used very loosely. This session discusses "best practices" for true blindtesting, and the advantages of using them.

Sponsored by GameSpy

BREAKING THE IN-GAME / OUT-OF-GAME BARRIER

Sean Flinn & Todd Northcutt

Thursday 2:30-3:30pm • Room 2010, West Hall

Online plays a crucial role in today's game experiences and marketing strategies. Developers must provide ways to connect communities to their games – even when not actively playing. Find out how buddy lists, instant-messaging, competition and statistics can tie together to create thriving, persistent communities that engage gamers in-game and out.

Lecture – All

BUILDING BRIDGES: HOW TO DEVELOP SOCIAL NETWORKS AS PART OF COMMUNITY MANAGEMENT

Rich Vogel

Friday 2:30-3:30pm • Room 3000, West Hall

This is a lively discussion for designers and community managers alike; it demonstrates the importance of social networks and how they can provide a good viral tool for brand building.

Panel – All

BURNING MAN: TAKEAWAYS FOR GAME DEVELOPERS

Daniel James, Lorne Lanning, Ron Meiners, Michael Steele, Daniel Terdiman

Thursday 2:30-3:30pm • Room 2009, West Hall

This panel is made up of long-time game industry veterans who have also participated in the Burning Man event, and will discuss the various learnings they have brought back from the event from the perspectives of user experience, game designer, technology architect, and community design and management.

2-hour Lecture – Intermediate

CAN YOU MAKE THEM CRY WITHOUT TEARING YOUR HAIR OUT? EMOTIONAL CHARACTERS

Katherine Isbister

Friday 2:30-4:30pm • Room 2024, West Hall

There has been a lot of buzz about giving players a more powerful emotional experience in games, but how do you really make it happen? Characters are one powerful tool in the designer's bag of tricks (when they are done well). This lecture and roundtable focus on real-world design choices and know-how that can lead to stronger and more emotionally engaging NPCs and player-characters.

Sponsored by Microsoft Casual Games

CASUAL GAMES AND WINDOWS VISTA: THE REAL STORY ON WHAT IT MEANS FOR CASUAL GAMES

Kim Pallister

Wednesday 12-1pm • Room 2010, West Hall

Vista provides casual gamers with a whole new games experience, enriched by graphics and features that were not possible on previous operating systems. Join Microsoft Casual Games for a deep-dive on how Vista benefits the casual game developer and enhances the casual games experience. This session will cover challenges and opportunities in development and distribution, and what it means for the casual games community.

Roundtable – Intermediate

CASUAL GAMES ROUNDTABLE: PRODUCTION & DESIGN

Brian Robbins & Wade Tinney

Wednesday 12-1pm • Room 124, North Hall

In its 6th year with an added focus on casual games, this series of roundtables will attempt to dissect the casual game space for attendees. Today's session will focus on issues surrounding the design and production of casual games. It will look at where we have come from, where the industry is today, and try to determine what is expected in the year to come.

Roundtable – Intermediate

CASUAL GAMES ROUNDTABLE: BUSINESS MODELS

Brian Robbins & Wade Tinney

Thursday 2:30-3:30pm • Room 110, North Hall

In its 6th year with an added focus on casual games, this series of roundtables will attempt to dissect the casual game space for attendees. Today's session will focus on the business of casual games. It will look at how revenue is generated today, and what changes we should expect to see in the coming year.

Roundtable – Intermediate

CASUAL GAMES ROUNDTABLE: COMMUNITY ISSUES

Brian Robbins & Wade Tinney

Friday 12-1pm • Room 110, North Hall

In its 6th year with an added focus on casual games, this series of roundtables will attempt to dissect the casual game space for attendees. Today's session will focus on the community surrounding casual games. It will look at where we have come from, where the industry is today, and try to determine what is expected in the year to come.

Lecture – All

THE CHALLENGES OF DESIGNING FIRST-PERSON MELEE COMBAT

Raphael Colantonio

Wednesday 9-10am • Room 2009, West Hall

First-person melee combat has been one of those things that cannot quite be perfected. Yet that was one of the innovations that Arkane Studios wanted to make with Dark Messiah of Might and Magic. Raphael Colantonio, the game's director, goes step-by-step how the design worked for the game, which was released last autumn.

Lecture – All

CHALLENGING EVERYONE: DYNAMIC DIFFICULTY DECONSTRUCTED

Aaron Cole & Ken Harward

Wednesday 12-1pm • Room 2009, West Hall

Is dynamic difficulty the magic bullet for game balancing? Is it worth the effort? This talk discusses the experiences of putting the Personal Challenge System in Sin Episodes: Emergence to examine the real costs, benefits, and consequences of implementing dynamic difficulty.

Lecture – Intermediate

CHAOS VS CONTROL: CREATING GAMEPLAY FROM CROWD BEHAVIOR IN Assassin's Creed

Matt Mazerolle & Jade Raymond

Friday 4-5pm • Room 3001, West Hall

CANCELLED

Crowd gameplay is one of the big promises of Next Gen consoles. Having seen the consoles of the future, we thought "Bigger, Faster, Stronger!", "More Polygons, More AI, More Physics!!", "More Enemies, More People, Real CROWDS!!!". Bigger can be better, but it rarely brings anything new to the player experience. This talk explores how the Assassin's Creed team hit upon the interesting conclusion that lots of people on screen does NOT equal crowd gameplay.

Lecture – Intermediate

CINEMATIC GAME DESIGN II: STORYTELLING

Richard Rouse III & Marty Stoltz

Wednesday 4-5pm • Room 3009, West Hall

This session analyzes how specific films use sophisticated cinematic techniques to tell stories, then gives concrete examples of how these same techniques can be applied to gameplay.

Lecture – All

CLASSROOM TO THE CONSOLE: THE AUTOBIOGRAPHY OF flOw

Jenova Chen & Kellee Santiago

Friday 12-1pm • Room 125, North Hall

In the spring of 2006, Kellee Santiago and Jenova Chen went from being soon-to-be MFA graduates to owning a company with a three game deal for PS3. Originated as a test bed for Jenova Chen's thesis, flOw evolved from a student project into a debut title for thatgamecompany. In this talk, you will hear the story of how these students leveraged their degrees into games straight from the source.

Poster Session – Intermediate

COMPARING FIRST-GENERATION DRAMA ENGINES

Patrick Dugan

Thursday 1-2pm • 3rd Floor, West Hall

Significant advances have been made in the field of interactive storytelling and drama, both in terms of conceptual design tools and working engines. This session evaluates four drama engines, Storytron, Rocket Hearts, Drama Princess, and Façade's, and uses fresh perspectives and models to compare their strengths, weaknesses and aesthetics.

Lecture – All

CONTROLLING AN ENTIRE THEATRE OF WAR: THE DEVELOPMENT OF Supreme Commander

Chris Taylor

Thursday 9-10am • Room 3001, West Hall

Chris Taylor takes you on an entertaining backstage tour of the design and development of Gas Powered Games' RTS game, Supreme Commander, released in early 2007.

Lecture – All

CREATING AND EXTENDING ORIGINAL FRANCHISES

Matt Allen & Samantha Ryan

Wednesday 4-5pm • Room 3001, West Hall

Hear hard-won lessons from Monolith's CEO and lead artists on creating and extending these original franchises from inception through sequels across multiple platforms.

Lecture – Intermediate

CREATING INNOVATIVE LAUNCH TITLES FOR THE NINTENDO WII AND ITS UNIQUE CONTROLLER

Andrew Oliver

Thursday 2:30-3:30pm • Room 2024, West Hall

Creating a launch title is never easy, especially when the console offers something that no one has seen before! This session offers insights from Blitz Games, the developers of Spongebob Squarepants: Creature from the Krusty Krab and how we approached developing a key launch title for the Nintendo Wii platform.

Lecture – All

CREATING NEW IP AND INNOVATION IN GAMES: DESTROYING THE BOX

Vander Caballero & Reid Schneider

Friday 4-5pm • Room 3009, West Hall

Building new IP is one of the hardest challenges out there. At EA Montreal we are fiercely committed to not only creating new IP, but core innovation in games as well. The current marketplace is only getting tougher, and our customer more demanding. We need to innovate if we want to grow our business. This conference will give some insight into how we develop new IP, and how we are focused on innovation. We'll share some of the tools and tactics we use.

Lecture – All

DESIGNING GAMES FOR EVERYONE: HARMONIX DESIGN IN PRACTICE

Rob Kay & Tracy Rosenthal-Newsom

Thursday 4-5pm • Room 3001, West Hall

Why does Harmonix design accessible games? Because we want everyone to have fun! It's often said games should be "easy to pick up and hard to master," but that's easier said than done. In this talk we share our design insights, best practices and production experiences (both good and bad!) to illuminate the craft of accessible game design.

Lecture – All

DESIGNING Gears of War: ITERATION WINS

Cliff Bleszinski

Thursday 9-10am • Room 135, North Hall

Cliff Bleszinski, designer of Gears of War, outlines the design processes that yielded Gears of War. He takes the various features that worked in the product and breaks them down, step by step, describing how the collaborative and iterative process made them shine.

This session is simultaneously translated

Lecture – All

DESIGNING NEXT GENERATION CONNECTED GAMES

Scott Foe

Wednesday 12-1pm • Room 2024, West Hall

Called one of the "next generation of top gamemakers" by *The Escapist*, producer Scott Foe opens the kimono on what the next generation of gaming means from his perspective at Nokia, the world's largest manufacturer of mobile handsets. Foe's work in pioneering games using the Sega Dreamcast Network SDK greatly inform the work he does today. This session then also describes his application of the insights he gained through console game production to the world of mobile games. Attendees can expect to learn how to design mobile connected games that take advantage of the latest in technology and push the boundaries of what gaming can become.

Lecture – All

DESIGNING REVOLUTIONARY CONTROLS

Mike Chrzanowski & Jesse Raymond

Wednesday 4-5pm • Room 3010, West Hall

The arrival of accelerometer-based controllers in gaming creates a host of new design challenges for developers. This presentation explores the challenges faced during the development of Marvel Ultimate Alliance for the Wii launch, and the solutions used to create the final product.

Lecture – All

THE EMOTION MACHINE CALLED "NPC"

Mark Meadows

Wednesday 4-5pm • Room 131, North Hall

As any DM worth his dice will tell you, the NPC is a storytelling tool – it's a literary form. And in order for it to work it needs to be able to affect how a player feels. NPCs, like extras in a movie, need to be able to change the story, and have that affect how a player feels. This talk shows how it's done.

Poster Session – All

ENGLISH SPEAKING PLAYERS AS IN-GAME CONTENT: NEW IDEAS FOR MARKETING TO YOUTH IN ASIA

Edd Schneide & Kai Zheng

Thursday 1-2pm • 3rd Floor, West Hall

Piracy and parental attitudes towards gaming can make marketing games in Asia difficult. This poster session details the results of a project investigating to use of online games as a way to teach English, with an overall intent of testing the concept of using access to English speakers as a way to attract Asian gamers.

Lecture – All

THE EXPERIENCE IS KING: SOCIAL GAMING FOR THE NEXT GENERATION

Mike Haigh & Dave Ranyard

Thursday 4-5pm • Room 2009, West Hall

Real next generation gaming is not about the machine or its capabilities, this should be transparent – it is about the experience the player(s) receive – more and more social games are coming to market in a big way (Singstar/Eyetoy/Buzz/Guitar Hhero/Dance, Dance Revolution). These genre-busting games are based on a competitive performance (singing, dancing, moving, etc.) and typically the performance is captured using a non-traditional controller.

Poster Session – All

EXPERIENCE VARIANCE THROUGH 3-DIMENTIONAL STORIES – APPROACHES IN INTERACTIVE STORYTELLING

Sherol Chen

Wednesday 1-2pm • 3rd Floor, West Hall

Methods in communicating stories and literary ideas have long been expressed through various forms of media. In an era of interactive technology, the introduction of experience variability to the art of storytelling requires some form of intelligence or management on behalf of the medium itself.

2-Hour Panel – All

EXPERIMENTAL GAMEPLAY SESSIONS

Jonathan Blow

Wednesday 2:30-5pm • Room 134, North Hall

A collection of short presentations showing new and experimental game designs.

Lecture – Intermediate

EXPLORATION: FROM SYSTEMS TO SPACES TO SELF

Clint Hocking

Thursday 4-5pm • Room 3020, West Hall

Whether we are exploring a system-space or a simulated two or three dimensional space, every game is in some way an exploration game. This presentation examines exploration in games, and how designers can better utilize our human compulsions to explore in order to offer players a more meaningful experience.

Lecture – All

THE FIRST DECADE OF MOBILE GAMES

Robert Tercek

Wednesday 12-1pm • Room 3020, West Hall

Next year, 2008, will mark the 10-year anniversary of the first games for mobile phones. What can we learn from the first decade of this new platform? What will come next? Robert Tercek traces the major milestones in the evolution of a new medium. This session provides examples of the games which signify the turning points, breakthroughs and pitfalls of the recent past as well as an analysis of the trends and emerging developments which herald a major shift in the mobile games market of the near future. This talk will take a global perspective on the mobile gaming phenomenon, and will provide an introductory context for the themes of the rest of the day's events. Don't miss this session's intriguing glimpse at the next wave of wireless innovation.

Lecture – All

FORCE FEEDBACK IN RACING SIMULATION

Dan Greenawalt

Friday 10:30-11:30am • Room 2009, West Hall

Using Forza Motorsport 2 as an example, this talk will explore the importance of force feedback and other haptic interfaces in racing simulation.

Lecture – All

THE FOUR MOST IMPORTANT EMOTIONS OF GAME DESIGN

Nicole Lazzaro

Thursday 9-10am • Room 2024, West Hall

Beyond next-gen graphics, players demand next-gen Player Experiences (PX). Come find out how games such as Gears of War, Line Rider and Wii Sports go beyond Fiero to build their signature PX Profiles with gameplay.

Roundtable – Intermediate

FREE TO PLAY, PAY FOR STUFF! THE VIRTUAL ITEM AND MICRO-CURRENCY FRONTIER

Daniel James & Matt Mihaly

Wednesday 2:30-3:30pm • Room 113, North Hall
Thursday 4-5pm • Room 123, North Hall
Friday 10:30-11:30am • Room 124, North Hall

Join a free-thinking discussion between virtual goods salesmen, secondary market mavens, collectible digital card hawks and cash-for-gameplay naysayers. This high-level discussion focuses on practical information sharing on the hazards and opportunities behind introducing hard-cash currencies to virtual worlds and games.

Lecture – All

FROM Ouendan! TO Help!: INSIDE THE Elite Beat Agents

Keiichi Yano

Wednesday, 2:30-3:30pm • Room 3001, West Hall

A behind the scenes look at how the game that spawned the Elite Beat Agents, Osu! Tatakae! Ouendan, was born and how the transition from male cheerleaders to secret agents was made. In depth analysis of the

game design process will be presented as well as design documents spanning character and background designs, storyboards, etc.

Lecture - All

THE FUTURE OF STORYTELLING IN NEXT-GENERATION GAME DEVELOPMENT

Warren Spector

Wednesday 12-1pm • Room 135, North Hall

A follow-up to the session, "What Would Aristotle Do?" presented at GDC 2004, Spector looks at recent developments in game narrative and what the power of next gen hardware allows developers to do – and players to experience - that may not have been possible before. What's the current state of the art in game narrative? Where will progress be made? Where must progress be made? Are the challenges facing interactive storytellers technical, creative, or simply a matter of will? A partly philosophical, partly practical, partly ranty talk about games and stories, past, present, and future.

Roundtable – All

GAME ACCESSIBILITY ARCADE

Ernest Adams, Michelle Hinn, Richard Van Tol

Wednesday 9-10am • Room 123, North Hall
Thursday 9-10am • Room 110, North Hall
Friday 10:30-11:30am • Room 110, North Hall

So what exactly does an accessible game look (or sound) like? Come find out at the Accessibility Arcade where attendees will have the chance to play a variety of games and use special game controllers designed for gamers with disabilities while discussing how the game was designed with the designers themselves.

Lecture – Intermediate

GAME DESIGN IN AGILE DEVELOPMENT

Rory McGuire

Friday 9-10am • Room 2024, West Hall

In the leap to next-generation, traditional development methods are starting to show their seams. Larger technical complexities are giving designers shorter periods to find the fun and polish game play. This session covers Agile and Scrum methods, focusing on how their fundamentals benefit designers in the next generation development environment.

Panel – All

THE GAME DESIGN CHALLENGE: THE NEEDLE AND THREAD INTERFACE

David Jaffe, Alexey Pajitnov, Harvey Smith, Eric Zimmerman

Thursday 2:30-3:30pm • Room 3020, West Hall

The Game Design Challenge is back for another year, with three talented designers tackling a very unusual design problem. Their assignment? Design a game with a highly unorthodox input device: a square of fabric, a needle, and some thread. At the session, each panelist will present a unique solution to this game design enigma, and the audience plays an important role as well — by voting in the winner of the Game Design Challenge 2007.

2-Hour Panel – All

GAME DESIGN: FROM BLUE SKY TO GREEN LIGHT

Chris Charla, Matt Costello, Deborah Todd, Tim Willits

Wednesday 2:30-4:30pm • Room 3000, West Hall

A fast-paced and hands-on audience participation experience in game design from the blue sky process though character development, story wraps, puzzle design, level development, and ultimate greenlighting. Come ready to play, think, and be challenged.

20-minute Lecture – All

GAME SKETCHING

John Buchanan

Friday 12:40-1pm • Room 2024, West Hall

This talk introduces the concept of game sketching. Sketches are used in the creative industry to rapidly explore aspects of a piece of work. Sketches allow us to focus the client on a particular aspect of the work by placing detail only where appropriate. A sketch invites comment and promotes innovation. This talk will overview results from a Game Sketch project undertaken in the fall of 2006 at Carnegie Melon's Entertainment Technology center in Australia.

Lecture – All

THE GAME STUDIES DOWNLOAD: TOP 10 RESEARCH FINDINGS

Ian Bogost, Mia Consalvo, Jane McGonigal

Friday 9-10am • Room 3010, West Hall

A panel of leading games researchers presents the top 10 findings in academic game studies from the past year and shows you how these cutting-edge findings are directly applicable to the design and business of videogames.

Roundtable – All

GAME WRITERS' ROUNDTABLE: TRICKS, TECHNIQUES AND CONCERNS

Richard Dansky

Wednesday 2:30-3:30pm • Room 123, North Hall
Thursday 2:30-3:30pm • Room 114, North Hall
Friday 2:30-3:30pm • Room 113, North Hall

There's a great deal of discussion about the art of game writing, but the craft is equally important. This roundtable is an opportunity to share techniques, concerns, and solutions with other game writers.

Sponsored by Nabrana

GAMEBOSS: SIMPLIFIED ONLINE GAME CREATOR – BUILD | SHARE | PLAY GAMES

Nanu Swamy

Thursday 9-10am • Room 2012, West Hall

Building games is an arduous task for anyone without programming knowledge. That paradigm changes with the advent of GameBoss – an online game development platform that allows creative professionals to collaborate, build and deploy casual games online. Come preview the Rich Internet Application that intends to democratize game creation.

20-minute Lecture – Intermediate

HOW TO HELP YOUR PLAYERS STOP SAVING ALL THE TIME

Randy Smith

Friday 12-12:20pm • Room 2007, West Hall

This presentation examines the save/load compulsion: why players experience it, the impact it has on the game experience, and techniques for designing a game where players don't feel compelled to protect themselves by overusing save/load.

Lecture – Intermediate

THE IMAGO EFFECT: AVATAR PSYCHOLOGY

Harvey Smith

Wednesday 4-5pm • Room 3016, West Hall

Creating an in-game representation often holds a strange fascination for players; for some games, we spend more time crafting our avatars than we do playing. On the surface, character creation seems simple. This session explores the notion that there's much more going on in the player's mind, taking a look into the ways we let our audience engage in self-express through avatar.

Lecture – Intermediate

IMPROVE YOUR ODDS: APPLIED PATTERNING IN THE AI OF RAINBOW SIX VEGAS

Nicole Dolensky & Steven Masters

Wednesday 9-10am • Room 3000, West Hall

The gameplay loop in RAINBOW SIX VEGAS requires players to understand how the AI agents are going to react. During development, we found that the pressure on the player was too extreme and the experience was suffering. This talk focuses on the techniques we used to find solutions, the results we achieved and the lessons we learned along the way.

This session is simultaneously translated

Lecture – All

INNOVATION BEYOND PLAY: OTHER THINGS GAMERS DO WITH GAMES

Ben Sawyer

Thursday 12-1pm • Room 2009, West Hall

As part of an effort to inform the public about what gamers are doing with games, and to mine gamers for ideas for new applications for gaming, Ben Sawyer of the Serious Games Initiative and consulting firm Digitalmill has assembled a knowledge-base of interesting (and often unintended) behaviors, outputs, and cultural developments related to games themselves.

Lecture – All

INNOVATIONS IN FABLE 2

Peter Molyneux

Thursday 12-1pm • Room 3001, West Hall

When attempting to create a sequel the temptation is to add more of everything but is this enough? Lionhead Studios ambition for FABLE 2 is to create a sequel which is truly a land mark title and to achieve this there must be evolution and revolution. This talk will centre around revolutions in FABLE 2. This talk will examine how key game play elements have been refined and expanded. It will also look at what inspiration was drawn for the original game and what lessons were learnt from FABLE. The processes used to arrive at these design decisions can be applied to a broad spectrum of genres and so are relevant to a large sector of the development community. Plus Peter Molyneux has promised to reveal a totally unexpected feature in FABLE 2.

Lecture – All

INTERACTIVE CINEMATOGRAPHY

Thiery Adam

Wednesday 9-10am • Room 3010, West Hall

Film has developed a set of camera rules and influences that have become the language of cinematography. For some reason, its wealth is largely unapplied to the camera in video games. This lecture is about learning from other mediums and figuring out how to go beyond with interactivity's possibilities.

Sponsored by IBM

IT'S FULL OF STARS! A LOOK AT THE TECHNOLOGY RUNNING THE EVE ONLINE UNIVERSE

George Dolbier, Halldor Fannar, Hilmar Petursson

Thursday 10:30-11:30am • Room 3004, West Hall

Learn from CCP Games team why, and more importantly how, they scale and control EVE ONLINE in a single-server persistent universe. This session presents the architecture of the EVE ONLINE universe as well as the technology details that allow CCP to run EVE profitably.

Lecture – All

LEGAL RAMIFICATIONS OF USER-CREATED CONTENT IN OPEN AND CLOSED VIRTUAL WORLDS

Sean Kane

Thursday 12-1pm • Room 3007, West Hall

As the virtual world becomes more open and complex and as the addition of user-created content continues to rise, the EULA may not provide the same protections that it once did. As the nature of the games progresses to more and more imitate life in the real world, the more potential for legal consequences and obligations for game developers.

Lecture – All

LIGHT AND DARKNESS OF 2D GAMING

Koji Igarashi

Friday 12-1pm • Room 135, North Hall

In today's industry where 3D games dominate the market, Konami's award-winning producer Koji Igarashi will give his first-ever public lecture about the advantages and disadvantages of creating 2D games, using his experience developing the recent and highly-acclaimed CASTLEVANIA: PORTRAIT OF RUIN videogame for Nintendo DS as a case study.

Lecture – All

A LOCOROCO POSTMORTEM: MAKING HAPPINESS INTO GAMEPLAY

Tsutomu Kouno

Thursday 4-5pm • Room 135, North Hall

Can you make a game that is pure happiness? The director of LOCOROCO, Tsutomu Kouno, explains how he tried. His talk takes the audience through the path of the gane's development, from brainstorming the creative concept, selling it to Sony, and building it level by level.

Lecture – Intermediate

MAGIC LESSONS: DESIGNING AND BALANCING GAME OBJECTS

Robert Gutschera

Thursday 5:30-6:30pm • Room 2009, West Hall

An overview of methods used in the paper game industry for designing and balancing very complex games. The focus is on techniques that would be useful for any complex game, paper or electronic, and especially for games with a large pool of interacting objects that players can choose from, such as MMOGs or RTS games. A basic model of how to approach such designs is given, followed by some more detailed tools and methods for tuning, costing, and balancing gameplay.

This session is simultaneously translated

Lecture – All

MAKING GAMES FOR THE OTHER 90%

David Amor

Wednesday 4-5pm • Room 2009, West Hall

Why do so few people play videogames? As we strive for increasingly sophisticated gaming experiences are the mass market being left behind? David speaks on what he un-learned when making BUZZ: THE MUSIC QUIZ and asks why we keep making games for the same 10% of people.

Lecture – Intermediate

MAP PROTOTYPE PROCESS: CREATING FUN GAMEPLAY SPACES WHILE MINIMIZING RISKS

Christian Allen & Mike Haynes

Wednesday 4-5pm • Room 2007, West Hall

With rising production costs and tight schedules, titles cannot afford to waste production time on untested content. To combat this, we developed a map prototype process at Red Storm. This allows us to quickly play test maps and avoid pitfalls and the mistakes of the past.

Lecture – Intermediate

MASS MULTIPLAYER MOBILE GAMES AND COMMUNITIES – CASE STUDY: PATH OF A WARRIOR

Kyu C. Lee

Wednesday 12-1pm • Room 3016, West Hall

PATH OF A WARRIOR has been one of the most successful mobile mass mulitplayer title in Korea, bringing in advanced technology, new business models, and large community into the mobile sector. In this session, PATH OF A WARRIOR will be broken down into elements on how this whole success could be achieved from the beginning and also show how this could be an exciting new motivation to the whole mobile gaming industry by bringing in the whole community.

Lecture – All

MEETING PLAYERS HALFWAY: USING ADAPTIVE SYSTEMS TO PREVENT PLAYER FRUSTRATION

Lida Tang

Friday 10:30-11:30am • Room 2007, West Hall

To attract larger audiences, games today must accommodate vastly different levels of skill and knowledge in its players. This session introduces a novel concept called Adaptive Training, which helps novice players while staying out of the way of expert players. It then presents an adaptive training implementation, as used within BIOSHOCK, the upcoming Xbox 360 title by Irrational Games.

Sponsored by Microsoft

MICROSOFT GAME DEVELOPERS HANDS ON WORKSHOP

Mike Burrows, Charles Cox, Shanon Drone, Matt Lee, Michael Oneppo, Brian Schmidt, Scott Selfon

Wednesday 9am-5pm • Room 2011, West Hall
Thursday 9am-6:30pm • Room 2011, West Hall
Friday 9am-5pm • Room 2011, West Hall

Here's your chance to see the latest game developer tools in action on Windows Vista and Xbox 360. Whether you care about performance, graphics shaders, audio authoring – or even trying your hand building a game with XNA Game Studio Express, these workshops give you a chance to experiment and explore with hot-off-the press technology. With guidance from industry professionals, you're guaranteed to come away with great advice and tricks you can put to use immediately.

Lecture – All

THE MINDSCAPE: A FRAMEWORK FOR CHARACTER AND STORY INTERACTIONS

William Ferguson

Friday 10:30-11:30am • Room 2024, West Hall

In order to produce military training in interpersonal skills and cultural operations, BBN Technologies has developed a framework where many designers can create believable characters and a compelling story. Sound like familiar goals? We built the Mindscape, the mental and social analog to the virtual landscape and it can make profoundly better entertainment as well as teach.

Panel – All

MMOS, PAST, PRESENT AND FUTURE

Mark Jacobs, Daniel James, Mark Kern, Raph Koster, Gordon Walton

Wednesday 4-5pm • Room 3006, West Hall

When it comes to the Massively Multiplayer Online Game market, where have we been, where are we and most importantly, where are we going? This session outlines the evolution of this entertainment medium and where they believe it is headed.

Lecture – All

NARRATIVE LANDSCAPES: SHAPING PLAYER EXPERIENCE THROUGH WORLD GEOMETRY

Brian Upton

Friday 4-5pm • Room 3000, West Hall

When a player moves through a game world the physical geometry of the virtual space imposes an implicit structure on the play experience. This session explores practical level design techniques for shaping that experience, drawing on examples from real games and theme parks as well as academic research in virtual environments and city planning.

20-minute Lecture – All

THE NEW ALTERNATE REALITY GAMES

Adrian Hon

Friday 12:20-12:40pm • Room 2007, West Hall

Alternate Reality Games are everywhere – they support marketing campaigns, TV shows, movies, comics, books and videogames. However, for the most part they rarely stand on their own, use their own IP, or determine their own destiny. However, a new wave of ARGs are using new business models, generating their own revenue and creating their own IP, including Perplex City and Cathy's Book, heralding an evolution in the genre of cross media entertainment.

Sponsored by Novint Technologies Inc.

NOVINT FALCON: ADDING REALISTIC 3D TOUCH INTO YOUR GAMES

Bill Anderson & Tom Anderson

Thursday 9-10am • Room 3011, West Hall

This session discusses the revolutionary capabilities of the Novint Falcon to add realistic, high-fidelity 3D touch to computer gaming across all genres. Learn about Novint's Developer Program, and get hands on experience in adding an entirely new user experience to videogames. Specific examples and demos will be provided.

2-hour Lecture – Advanced

NUANCES OF DESIGN: AN EXPERIMENT IN VISCERAL COMMUNICATION

Jonathan Blow

Thursday 2:30-4:30pm • Room 132, North Hall

This session consists of a few short presentations; during each presentation, the audience actually plays game snippets that illustrate the speaker's point, rather than just watching. To participate fully, please bring a laptop running Windows XP with a reasonable graphics chipset (Radeon 7500/GeForce 4Go level or higher), and a pair of in-ear headphones.

Lecture – All

ONE LAPTOP PER CHILD: GAMING PLATFORM FOR THE DEVELOPING WORLD?

SJ Klein

Wednesday 9-10am • Room 132, North Hall

Over the next two years, millions of developing-world children will get child-sized laptops through the One Laptop per Child (OLPC) project. The laptops communicate via mesh network, record audio and video, and are hand-powerable. Children will use them to read and to learn, and of course to play – games, music, cartoons, and more. They will share learning games and puzzles, storytelling, drawing and musical games, and games that persist and change over time. How does the first-generation XO compare to other platforms? How can one develop for it? What will great games look like? What games inspired you as a child? Come for a demonstration and discussion.

Poster Session – All

PASSIVELY MULTIPLAYER GAMING: SURVEILLANCE FOR FUN

Justin Hall

Thursday 1-2pm • 3rd Floor, West Hall

We are generating so much personal data on our digital devices. By parsing saved games, email, web trails and mobile phone logs we can find raw materials for rich user profiles, passive social networks and adaptive interface. What kinds of games will we play as we live our lives?

Panel – All

PC GAMING IN AN AGE OF CONNECTED CONSOLES

Chris Avellone, Michael Capps, David Edery, Soren Johnson, Warren Spector

Thursday 12-1pm • Room 3010, West Hall

The PC game industry is in flux. While sales of casual and massive multiplayer games are rising, sales of traditional AAA titles are reportedly declining. The panel discusses how PC games should evolve to compete with and complement console titles, and identify promising areas for ongoing PC game development.

Roundtable – Intermediate

PHYSICS ON NEXT GEN PLATFORMS

David Wu

Wednesday 12-1pm • Room 113, North Hall
Thursday 2:30-3:30pm • Room 124, North Hall
Friday 9-10am • Room 123, North Hall

The current (next?) generation of hardware has a tremendous amount of computational power that is well suited for physics. This roundtable provides an opportunity for programmers interested in physics and designers with a high tolerance for technical jargon to discuss new ideas, trends, effective algorithms, API design, and middleware for the parallel nature Xbox360, Cell and high end PCs.

Panel – Intermediate

Pirates of the Caribbean: WRITING ACROSS GAME PLATFORMS

Sande Chen, Matt Costello, Ted Elliott, Jeff Gomez, Mike Goslin

Friday 9-10am • Room 3001, West Hall

Presented by the New Media Caucus of the Writers Guild of America, west (WGAw), this panel explores the craft of writing from traditional screenplay through increasingly immersive forms of interactive entertainment. Learn the specific issues involved in writing for different types of game platforms and how to balance story, gameplay, and player volition.

Lecture – All

PIRATES VS. COWBOYS VS... NINJAS? METASOY AND PLAYER-CREATED CONTENT

Michael Bayne & Daniel James

Thursday 5:30-6:30pm • Room 3000, West Hall

Three Rings' reveals details behind its third project, an exploration of player-created content code-named MetaSOY. In addition the beans are spilt on Bang! Howdy one-year on, and there's an update on Puzzle Pirates. Expect indie MMO inspiration served with numbers, graphs, pretty pictures and hand-waving freakoutery. Questions will be answered, tofu will not be served.

Lecture – All

PUNK'S NOT DEAD

Goichi Suda

Friday 2:30-3:30pm • Room 135, North Hall

Creating successful games from original IP; Grasshopper is not a big company, and each member of our staff has something important to contribute to the games we make. Just like in a band, if the one of the members leaves, the product and the team is forever changed. Game creators should be faithful to their vision and instincts, if original games are what interest them. The players in turn will respond favorably to this originality, as there's an innate desire to experience something new. There is severe stagnation in terms of game design these days however, as creators are afraid of taking risks. This talk will discuss our production style at Grasshopper, which is rooted in appreciation of our native Japanese culture and aesthetic. This is how I worked as director, game designer, and scenario writer for Killer7 and the upcoming title, No More Heroes.

Lecture – All

REFLECTIONS OF Zelda

Eiji Aonuma

Thursday 5:30-6:30pm • Room 135, North Hall

Aonuma explains the development team's formidable task of progressing the epic franchise across multiple generations of Nintendo systems. This is a rare opportunity to learn behind-the-scenes development challenges and triumphs from Link's latest installments.

Sponsored by Xbox Live Arcade

REMOVING BOUNDARIES FOR CASUAL GAME PLAY: HOW MICROSOFT'S LIVE GAMING AND ENTERTAINMENT NETWORK PROVIDES NEW OPPORTUNITIES FOR CASUAL GAMES

Chris Early

Wednesday 2:30-3:30pm • Room 3011, West Hall

As introduced at CES 2007, UNO (Carbonated Studios/ Mattel) is part of the first wave of titles that bring the benefits of Xbox LIVE to gamers on Windows Vista. Come to this session to find out more about the LIVE gaming and entertainment network. Casual games developers will learn about how these games enable gamers to play and communicate online across both of Microsoft's gaming platforms – bringing players and their friends together to play and connect in new, exciting ways.

This session is simultaneously translated

Lecture – All

RETHINKING CHALLENGES IN GAMES AND STORIES

Ernest Adams

Friday 4-5pm • Room 2009, West Hall

In this wide-ranging lecture, Ernest Adams takes a second look at the role of challenges in gameplay – how they construct the player's experience and affect his or her emotional response to the game.

Panel – All

SHARING CONTROL

Matt Brown, David Edery, Raph Koster, Ray Muzyka, Kim Pallister

Friday 10:30-11:30am • Room 3016, West Hall

This year's GDC theme is "Take Control," but this next generation of gaming should be equally remarkable for its emphasis on broadband-enabled social systems, multiplayer games, and user-generated content. This panel will grapple with the benefits and challenges of *sharing control* with gamers.

Sponsored by Qualcomm

SILICON AND MOBILE GAMES – A HIGHER QUALITY USER EXPERIENCE AT A HIGHER REVENUE MARGIN

Dave Durnil & Bob Shakib

Thursday 4-6:30pm • Room 2010, West Hall

Today's wireless chipsets deliver the processing and multimedia capabilities needed for rich, immersive game environments previously limited to consoles and PCs. Leading game publishers are now porting titles to the mobile space and interest in the mobile handset as a gaming environment continues to grow exponentially. High volumes of 3D hardware-enabled handsets are the key to providing a better experience, resulting in higher revenues for all parties in the ecosystem. Single-chip integration of 3G and 3D graphics enables a higher quality of service for the masses. Bob Shakib and David Durnil will discuss the factors that will put 3D gaming on mobile handsets past the critical tipping point.

Lecture – All

SMALL CHANGES, BIG RESULTS: REDEFINING A PC FRANCHISE FOR NINTENDO WII

Robin Hunicke

Friday 2:30-3:30pm • Room 2009, West Hall

The roots of any successful game design lie in the relationship between its mechanics, dynamics and aesthetics. From the control surfaces, to their supporting rules, to the overall play experience - each game has its own special recipe. A nip there, a tuck there - and suddenly, the balance is entirely different. What intuition guides a designer's hand in this exercise? This presentation examines the core systems of the Sims PC games, explores its various console incarnations, and discusses how new gameplay opportunities emerge when the franchise is examined in light of opportunities made available by the Nintendo Wii.

Lecture – All

Spore's MAGIC CRAYONS

Chaim Gingold

Friday 2:30-3:30pm • Room 3001, West Hall

This lecture discusses the appeal, challenges, and techniques used in the design of games with a strong player creativity component. Many programs will be compared and analyzed, but specific emphasis is placed on the design and methodology used in the development of Spore's editors.

Lecture – Intermediate

THE SQUARE-ENIX APPROACH TO LOCALIZATION

Richard Mark Honeywood

Friday 10:30-11:30am • Room 3020, West Hall

Learn the ins and outs of localizing text-intensive, story-driven products. Covers a brief history of Square and Enix's localization methods, development stages, technical solutions to linguistic problems, multi-language pitfalls, and balancing cost and quality.

Lecture – All

SURVIVAL OF THE FAMILY: THE SAGA OF CREATING AND SHIPPING The Godfather: The Game

Phil Campbell, Mike Olsen, Michael Perry

Thursday 4-5pm • Room 3000, West Hall

As EA's first true open-world game, The Godfather: The Game had all the markings of a title on a clear and confident path to success. But with the 1-2-3 punch of a blue sky pre-production process, an untested game engine, and a large new team, the path to success for The Godfather was long and challenging. Learn from the team's three creative directors how the team was able to recover from a slipped ship date, an over-

scoped design, and a new team chemistry to deliver a successful game based on one of the greatest films of all time.

Lecture – All

THEORY INTO PRACTICE: SINGLE PLAYER RTS DESIGN FOR COMPANY OF HEROES

Erin Daly & Joshua Mosqueira

Thursday 12-1pm • Room 2024, West Hall

At this session we'll explore how Relic Entertainment created a high-quality single player experience for COMPANY OF HEROES. The focus of the talk will be on practical processes, methods, and design approaches – how to take well-known single player design theory and turn it into a reality on-screen.

20-minute Lecture – All

TO REWARD OR NOT TO REWARD? HOW TO CREATE A POSITIVE COMMUNITY IN AN MMO WORLD

Jack Emmert

Friday 12:40-1pm • Room 2007, West Hall

To reward or not to reward? In a multiplayer world where the gaming experience is determined by other players, Jack Emmert, lead designer for the wildly popular and award-winning massively multiplayer online games CITY OF HEROES and CITY OF VILLAINS, examines how to reward players for fostering a sense of community within an online game.

Lecture – All

UNDERSTANDING EMOTIONS IN FIFA 07: TELLING A DIFFERENT STORY EVERY 90 MINUTES

Sebastian Enrique

Friday 2:30-3:30pm • Room 2007, West Hall

This session answers why emotions play such an important role in a social sport simulation title like FIFA. It also presents how emotions are understood and enhanced in FIFA 07 for the current generation consoles. And it explains how a different story can be told on every 90-minute game of this extremely emotional and passionate sport, detailing all the different components that the designers subtly used to carry players through the emotional roller coaster from shame to glory.

Lecture – Intermediate

USING CREATIVE DESIGN TO MONETIZE VIRTUAL WORLDS (THREE 20-MINUTE LECTURES)

Eric Bethke, Sulka Haro, Matt Mihaly

Friday 12-1pm • Room 131, North Hall

Every virtual world is different and generating a profit while serving their needs sometimes requires employing creative design. This panel brings together experts from companies employing revenue models ranging from selling virtual weapons to selling server time to user-creators. Panelists outline their company's models and provide relevant examples of how they've supported that model with design decisions that don't alienate their customers.

Roundtable – Intermediate

WEB-BASED GAMES ROUNDTABLE: PRODUCTION & DESIGN

Brian Robbins & Wade Tinney

Wednesday 9-10am • Room 114, North Hall

The 6th annual web-based games roundtables will again attempt to dissect the web-based game space for the attendees. Today's session will focus on the production & design issues affecting web-based games. We'll look at what has happened in the past year, compare that to what we thought would happen, and try to determine what we expect to see in the year to come.

Roundtable – Intermediate

WEB-BASED GAMES ROUNDTABLE: BUSINESS MODELS

Brian Robbins & Wade Tinney

Thursday 12-1pm • Room 110, North Hall

The 6th annual web-based games roundtables will again attempt to dissect the web-based game space for the attendees. Today's session will focus on the business of web-based games. We'll look at what has happened in the past year, compare that to what we thought would happen, and try to determine what we expect to see in the year to come.

Roundtable – Intermediate

WEB-BASED GAMES ROUNDTABLE: COMMUNITY ISSUES

Brian Robbins & Wade Tinney

Friday 9-10am • Room 110, North Hall

The 6th annual web-based games roundtables will again attempt to dissect the web-based game space for the attendees. Today's session will focus on the community surrounding web-based games. It will look at where we have come from, where the industry is at today, and try to determine what is expected in the year to come.

Sponsored by ITI Techmedia

A WORKING NOTATION FOR GAME DESIGN

Andrew McLennan, Paul Sheppard, Chris Walton

Wednesday 4-5pm • Room 2010, West Hall

Making games that play well is an uncertain business, widely regarded as a black art. This session proposes a working notation for game design that can be used to understand games and why they work or fail. Real examples will be shown to illustrate the notation and its practical application.

Lecture – Intermediate

WRITING FOR THE HERO WITH A THOUSAND FACES – STORYTELLING CHALLENGES AND GEARS OF WAR

Susan O'Connor

Wednesday 2:30-3:30pm • Room 2009, West Hall

Game stories succeed when they connect with the player. But no two players are the same. Everyone brings their own style and personality to the controller. How can you create a story that will appeal to your audience, regardless of who they are? In this lecture, we'll look at tools the developer can use to make that elusive player connection.

Lecture – All

WRITING GREAT DESIGN DOCUMENTS

Damion Schubert

Friday 4-5pm • Room 2007, West Hall

A brilliant design idea is worthless if you cannot communicate it to your teammates and publishers. This roundtable discusses strategies to improving your documentation style and processes to improve inter-team communication, reduce rework, and ensure that great designs get executed well.

Sponsored by Microsoft Xbox

XBOX LIVE ON WINDOWS AND 360: ARE YOUR GAMES DEAD OR LIVE?

David Shaw

Thursday 12-1pm • Room 3002, West Hall

LIVE on Windows and Xbox presents unmatched online opportunities for game developers. Session invitations, ubiquitous voice, and achievements are just a few of the features that continue to revolutionize the industry. But what else lies within the LIVE toolbox? What opportunities for gaming innovation await your creativity and passion? How can LIVE features help drive sales of your game and increase player retention? How can you integrate the most robust online feature set onto multiple platforms with minimal code? Whether you're creating single-player or multi-player titles for Xbox 360 or Windows, and whether you are new to LIVE or in the know, this talk will help you get the most out of LIVE.

Roundtable – All

YOUR #1 FAN: DEVELOPER INTERACTION WITH THE FAN COMMUNITY

Chris Bray

Wednesday 4-5pm • Room 123, North Hall
Thursday 5:30-6:30pm • Room 110, North Hall
Friday 9-10am • Room 114, North Hall

Focus group, unpaid test department, or 50 fanboys bad-mouthing your game? Participants have an opportunity to discuss what their fan community means to them and share insights on how to maintain and improve the developer-fan relationship.

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Austin Convention Center, TX
www.austingdc.net

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www.gamecareerseminar.com

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PRODUCER BOOTCAMP

www.gdconf.com

To find the most up to date information about these events, visit www.cmpgame.com

IGDA TRACK

As a reflection of the IGDA's mission to foster the industry, the sessions in this track address the most relevant issues affecting the developer community today: censorship, quality of life, diversity, academic relations, and so forth. The IGDA track offers a means by which you can get involved, with sessions that are directly linked to committee work and advocacy efforts. Attendees will come away from the IGDA sessions empowered to make a difference within the game development community.

Group Gathering – All

ACADEMICS/STUDENTS GROUP GATHERING

Susan Gold

Friday 9-10am • IGDA Booth, North Hall Lobby

Network and chat with fellow academics and students in an informal setting.

2-Hour Panel – All

ACCESSIBILITY IDOL: SEASON FINALE!

Ernest Adams, Michelle Hinn, Richard Van Tol

Thursday 4-6pm • Room 3016, West Hall

Game industry veterans have long been bemoaning the fact that they've already seen it all, done it all – what is possibly left to be done in gaming that they didn't already do in 1970 - 1980...make that 1990. Then IGDA TV came to them with the challenge that they could not ignore – the next chapter in total global gaming dominance – making sure their games could be played by the 10-20% of the population with disabilities.

Group Gathering – All

ALTERNATE REALITY GAMES GROUP GATHERING

Adam Martin

Thursday 5:30-6:30pm • IGDA Booth, North Hall Lobby

Group Gatherings are a chance for like-minded attendees to get together for networking and open discussion at the IGDA booth. Come to meet your peers and engage in deep dialogue over your area of specialty – or just partake in witty small talk.

Group Gathering – All

BLOGGERS/JOURNOS GROUP GATHERING

Kim Pallister

Friday 10:30-11:30am • IGDA Booth, North Hall Lobby

Network and chat with fellow bloggers in an informal setting.

Panel – All

BURNING MAD: GAME PUBLISHERS RANT

Nichol Bradford, Greg Costikyan, Bing Gordon, Lee Jacobson, Alex St. John, Eric Zimmerman

Wednesday 9-10am • Room 3001, West Hall

For the last two years at the IGDA's rant session, game developers have delivered explosive tirades, heartfelt anger, and revolutionary manifestos. This year, publishers get even.

Group Gathering – All

CASUAL GAME DEVELOPERS GROUP GATHERING

Jason Akel

Wednesday 2:30-3:30pm • IGDA Booth, North Hall Lobby

Network and chat with fellow casual game developers in an informal setting.

Lecture – All

CENSORSHIP OF VIDEO GAME CONTENT: TIME TO FIGHT BACK

Lawrence G. Walters

Friday 9-10am • Room 3016, West Hall

The intent of this lecture is to educate the attendees regarding the current legal climate associated with videogame content laws, and evaluate some potential future trends.

Roundtable – Intermediate

CREDITING: SIMPLE METHODS TO SOLVE A COMPLEX PROBLEM

John Feil

Wednesday 4-5pm • Room 111, North Hall
Thursday 9-10am • Room 111, North Hall

The IGDA Credit Standards Committee is here to explore your crediting challenges and discuss its proposed guidelines for standardized crediting.

Roundtable – All

DEVELOPING NEXT-GEN GRADS: COLLABORATING ON PROACTIVE STUDENT EXPERIENCES

Stephen Jacobs

Wednesday 9-10am • Room 111, North Hall
Thursday 2:30-3:30pm • Room 111, North Hall

Join us to discuss past successes (and failures). Learn about options and brainstorm new approaches and venues for helping students gain hands on experience in creating games.

Roundtable – All

DIVERSITY: THE WINDOW OF OPPORTUNITY

Joseph Saulter

Thursday 9-10am • Room 112, North Hall
Friday 10:30-11:30am • Room 112, North Hall

Let's face it. With the videogame industry moving at the pace of Moore's law, nobody has the time to take a serious look at the diversity issue. Or do we? Just think of it this way. What would have happened if Miles Davis had no horn, if Stevie Wonder was not given a synthesizer? Winton Marsalis had no trumpet or Bessie Smith not given a microphone. What would the world have missed out on? The window of opportunity is wide open for videogame industry leaders to make considerable progress in the inevitable inclusion of a diverse culture.

Roundtable – Advanced

EMPLOYMENT CONTRACT CERTIFICATION: VALIDATING QUALITY OF LIFE

Tom Buscaglia

Thursday 4-5pm • Room 111, North Hall
Friday 12-1pm • Room 111, North Hall

This roundtable discussion, chaired by Tom Buscaglia, the head of the ECQC Taskforce, provides developers and studio heads the opportunity to learn more about the work of the Task Force and to provide the IGDA with their thoughts on this important program.

Group Gathering – All

GAME ACCESSIBILITY & DEVELOPERS WITH DISABILITIES GROUP GATHERING

Michelle Hinn

Thursday 12-1pm • IGDA Booth, North Hall Lobby

Group Gatherings are a chance for like-minded attendees to get together for networking and open discussion at the IGDA booth. Come to meet your peers and engage in deep dialogue over your area of specialty – or just partake in witty small talk.

Roundtable – All

GAME ADDICTION: TRUTHS, RESPONSIBILITIES AND CONSEQUENCES

Dmitri Williams

Thursday 2:30-3:30pm • Room 112, North Hall
Friday 9-10am • Room 111, North Hall

What exactly is the state of the art in analyzing game-related addiction? Critics and proponents argue over whether these phenomena are isolated cases representing problematic individuals or actual, systematic problems caused directly by games. Who is right?

Roundtable – Intermediate

GAME CRITICISM: OPPORTUNITIES AND APPROACHES

Ian Bogost

Thursday 4-5pm • Room 112, North Hall
Friday 9-10am • Room 112, North Hall

What contributions can criticism offer to the medium of videogames? What unique opportunities exist in different critical media, for example, blogs, traditional journalism, and academic criticism? What techniques are most useful for such critics? What are the good and bad examples of game criticism that already exist, and how can we learn from them?

Group Gathering – All

GOVERNMENT/SUPPORT ORGS GROUP GATHERING

Per Stromback

Friday 12-1pm • IGDA Booth, North Hall Lobby

The government/support orgs group gathering is an informal forum for exchange of thoughts, information, experiences and ideas regarding the continued development of our industry. What challenges are we facing in the near future? What strategies have we come up with to deal with them? What differences and similarities exist between the countries? Expand your network and get smarter – don't miss this group gathering!

Group Gathering – All

INDIE DEVELOPERS GROUP GATHERING

Thomas Arundel

Thursday 4-5pm • IGDA Booth, North Hall Lobby

Network and chat with fellow indie developers in an informal setting.

Group Gathering – All

LGBT GROUP GATHERING

Jeb Havens

Thursday 2:30-3:30pm • IGDA Booth, North Hall Lobby

Group Gatherings are a chance for like-minded attendees to get together for networking and open discussion at the IGDA booth. Come to meet your peers and engage in deep dialogue over your area of specialty – or just partake in witty small talk.

Group Gathering – All

MINORITIES GROUP GATHERING

Joseph Saulter

Wednesday 4-5pm • IGDA Booth, North Hall Lobby

Group Gatherings are a chance for like-minded attendees to get together for networking and open discussion at the IGDA booth. Come to meet your peers and engage in deep dialogue over your area of specialty – or just partake in witty small talk.

Roundtable – All

PRESERVING GAMES: SAVING THE PAST AND SETTING SAFEGUARDS FOR TODAY

Henry Lowood

Wednesday 12-1pm • Room 111, North Hall
Friday 10:30-11:30pm • Room 111, North Hall

This roundtable meets twice. The first meeting emphasizes preserving digital games of the past, many of which are rapidly becoming endangered. The second shades towards organizing an archiving strategy for games produced today.

Roundtable – All

PRODUCING QUALITY OF LIFE: THE PRODUCER'S RESPONSIBILITY

Heather Chandler

Wednesday 2:30-3:30pm • Room 112, North Hall
Thursday 12-1pm • Room 112, North Hall

This roundtable discusses how producers fit into the Quality of Life equation and what responsibilities they have to the team, to management, to the publisher, and to the game itself.

Lecture – All

QUALITY OF LIFE IN A GLOBAL GAME INDUSTRY

Casey O'Donnell

Thursday 9-10am • Room 3016, West Hall

The rise of game development shops across the globe, and the increased use of offshore and inshore outsourcing could have developers feeling like they are losing leverage in making arguments for good quality of life practices. But, do globalization and the ability to outsource work really abdicate the need for quality of life both at home or abroad?

Roundtable – All

SEX IN GAMES: THE BUSINESS END / DESIGNING THE EROTIC

Brenda Brathwaite

Wednesday 12-1pm • Room 112, North Hall
Thursday 5:30-6:30pm • Room 112, North Hall

Day 1 specifically focuses on the business end of sex in games. Day 2 focuses on the design challenges of erotic content.

Roundtable – All

SPEAKING OUT: CONNECTING THE LGBT DEVELOPMENT COMMUNITY

Jeb Havens

Wednesday 4-5pm • Room 112, North Hall
Friday 12-1pm • Room 112, North Hall

Developers, HR professionals, students, managers, press, academics, and even straight people are welcome to attend this year's GDC roundtable addressing the LGBT game development community (Lesbian/Gay/Bisexual/Transgender).

Panel – All

TEN GAMES YOU NEED TO PLAY: THE DIGITAL GAME CANON

Matteo Bittanti, Christopher Grant, Henry Lowood, Steve Meretzky, Warren Spector

Thursday 12-1pm • Room 3000, West Hall

This panel mixes up game designers, researchers, and journalists – all players, too – to answer this question. And expect to hear an appeal or two about the need to solve the problem of long-term preservation of these games as part of our cultural heritage...before they disappear forever.

Group Gathering – All

TOOL DEVELOPERS GROUP GATHERING

Raquel Bujans

Wednesday 12-1pm • IGDA Booth, North Hall Lobby

Network and chat with fellow tool developers in an informal setting.

Roundtable – All

WHO'S THE REAL BULLY?: RIGHTS AND RESPONSIBILITIES IN THE ANTI-GAME DEBATE

Daniel Greenberg

Wednesday 9-10am • Room 112, North Hall
Thursday 12-1pm • Room 111, North Hall

Beating up on the games industry is easy and grandstanding carries little political price. Defending any new media is very difficult. What can developers do? What are our rights, what are our responsibilities, and what are our choices in defending ourselves and protecting our work?

Panel – All

WOMEN AND GAMES IN THE FUTURE

Don Daglow, Sheri Graner Ray, Carrie Heeter, Kimberley Ann Sparks

Wednesday 2:30-3:30pm • Room 3009, West Hall

This session looks at the two closely linked topics of what the future holds for women in game development and the types of games that will be available for girls and women in the future.

Group Gathering – All

WOMEN'S GROUP GATHERING

Jennifer Boespflug

Wednesday 9-10am • IGDA Booth, North Hall Lobby

Group Gatherings are a chance for like-minded attendees to get together for networking and open discussion at the IGDA booth. Come to meet your peers and engage in deep dialogue over your area of specialty – or just partake in witty small talk.

Group Gathering – All

WRITERS GROUP GATHERING

Chris Bateman

Thursday 9-10am • IGDA Booth, North Hall Lobby

Network and chat with fellow writers in an informal setting.

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PRODUCTION TRACK

Today's producers manage expanding development teams, skyrocketing budgets, larger games, and a growing global market. The Production Track continues to offer proven tools and techniques to take a project from pre-production to shipping, on-time and on-budget.

Lecture – All

10 STEPS TO SUCCESS IN OUTSOURCING CONTRACTS

Vincent Scheurer

Friday 10:30-11:30am • Room 3007, West Hall

This is a lecture about outsourcing contracts. Using relevant examples taken from the games industry, the lecture identifies the 10 principal issues to be considered in any outsourcing contract. It considers each issue in detail, focusing on how the deal can be structured to benefit both the client and the outsourcing company.

Lecture – Intermediate

3D TRICKS: ENGINEERING INNOVATION ON THE NINTENDO DS

Chuck Homic & Gregory Oberg

Thursday 5:30-6:30pm • Room 2007, West Hall

In this session, Vicarious Visions engineers explore the tricks and techniques used to maximize visual impact. Examples from Vicarious Visions' DS titles are presented, including how the team used texture streaming, resource balancing, and proper budgeting to overcome hardware challenges and deliver high quality 3D graphics.

Lecture – All

AFTER THE PARTY: INTROVERSION SOFTWARE ONE YEAR ON FROM IGF 2006

Tom Arundel & Mark Morris

Thursday 12-1pm • Room 3016, West Hall

Winners of three awards at IGF 2006, Introversion Software would like to present their story one year on from their success. We will look at the trials and tribulations currently facing independents and how to retain artistic integrity whilst gaining commercial credibility in an increasingly competitive and profit-driven industry.

Lecture – All

AGILE GAME DEVELOPMENT

Clinton Keith

Thursday 4-5pm • Room 2007, West Hall

With team sizes, budgets and crunch time becoming more and more common, many studios are exploring agile methods. This sessions presents introduction of applying agile methods to game development from the studio CTO who introduced it. You will be given an overview of the reasons for agile, what Scrum is and how agile is being appplied in a real game development environment.

Roundtable – Intermediate

APPLYING AGILE METHODOLOGIES TO GAME DEVELOPMENT: AN OPEN DISCUSSION OF BEST PRACTICES

Rich Vogel

Wednesday 12-1pm • Room 114, North Hall
Thursday 12-1pm • Room 123, North Hall
Friday 12-1pm • Room 114, North Hall

On-time delivery is becoming harder and harder as projects grow in size and complexity. What agile methodologies can be employed to delivery high quality games in a timely manner? Group discussion covers an overview of agile development with particular focus on a modified version of Scrum, what works in agile development, what doesn't and how to develop an agile mythology that fits a particular project needs.

Panel – Intermediate

ASSET MANAGEMENT FOR LARGE GAME DIALOGUE PROJECTS

Tom Hays

Wednesday 12-1pm • Room 3006, West Hall

This panel offers an overview of the challenges faced by developers in handling the huge numbers of voice files in many of today's games. Each panelist outlines some of the techniques they've come to rely upon through the years, and demonstrate some of their favorite tools and techniques.

Lecture – Advanced

AUTOMATIC GENERATION OF DYNAMICS MODELS

John Ratcliff

Friday 4-5pm • Room 3016, West Hall

This lecture presents algorithms and tools to perform approximate convex decomposition, rag doll generation, automatic skeletal extraction, pre-fracture and soft-body models from raw graphics data suitable for real-time simulation.

Lecture – Intermediate

BEND MICROSOFT PROJECT TO YOUR WILL

Mike McShaffry

Friday 10:30-11:30am • Room 125, North Hall

Almost everyone agrees that scheduling game production with Microsoft Project is somewhere between difficult to impossible. This lecture will show the best tricks to make Microsoft Project work for you whether you are working on a three person downloadable game or a AAA console project with over 100 team members.

Lecture – Intermediate

BETTER THAN A SCHEDULE: NEXT-GEN PROJECT PLANNING

Jez Sherlock

Friday 2:30-3:30pm • Room 3016, West Hall

This session covers a process widely used in project management circles to assist in measuring the available capacity a team has for work and how to gather data to fill it. The emphasis is on planning using data collected to enable more effective control over your project than a schedule alone might offer.

Lecture – All

BLINDTESTING

Steve Jackson

Wednesday 2:30-3:30pm • Room 3016, West Hall

Blindtesting is a very important game testing technique. It's underappreciated, and the term is often used very loosely. This session discusses "best practices" for true blindtesting, and the advantages of using them.

Roundtable – Intermediate

CASUAL GAMES ON MULTIPLE FORMATS: MOBILE, WEB, HANDHELD, PC OR CONSOLE-DOWNLOAD

Dan Scherlis

Wednesday 9-10am • Room 110, North Hall
Thursday 2:30-3:30pm • Room 113, North Hall
Friday 9-10am • Room 113, North Hall

Casual games are increasingly popular, but developers and publishers generally target one or another format (such as mobile, web, or console-downloads). In this roundtable, participants explore deploying a given title across multiple formats. Is it a good idea? Is it feasible? How important is simultaneous release? How much redesign and rework should be anticipated?

Roundtable – Intermediate

CASUAL GAMES ROUNDTABLE: PRODUCTION & DESIGN

Brian Robbins & Wade Tinney

Wednesday 12-1pm • Room 124, North Hall

In its 6th year with an added focus on casual games, this series of roundtables will attempt to dissect the casual game space for attendees. Today's session will focus on issues surrounding the design and production of casual games. It will look at where we have come from, where the industry is at today, and try to determine what is expected in the year to come.

Roundtable – Intermediate

CASUAL GAMES ROUNDTABLE: BUSINESS MODELS

Brian Robbins & Wade Tinney

Thursday 2:30-3:30pm • Room 110, North Hall

In its 6th year with an added focus on casual games, this series of roundtables will attempt to dissect the casual game space for attendees. Today's session will focus on the business of casual games. It will look at how revenue is generated today, and what changes we should expect to see in the coming year.

Roundtable – Intermediate

CASUAL GAMES ROUNDTABLE: COMMUNITY ISSUES

Brian Robbins & Wade Tinney

Friday 12-1pm • Room 110, North Hall

In its 6th year with an added focus on casual games, this series of roundtables will attempt to dissect the casual game space for attendees. Today's session will focus on the community surrounding casual games. It will look at where we have come from, where the industry is at today, and try to determine what is expected in the year to come.

Lecture – All

THE CHALLENGES OF DESIGNING FIRST-PERSON MELEE COMBAT

Raphael Colantonio

Wednesday 9-10am • Room 2009, West Hall

First-person melee combat has been one of those things that cannot quite be perfected. Yet that was one of the innovations that Arkane Studios wanted to make with Dark Messiah of Might and Magic. Raphael Colantonio, the game's director, goes step-by-step how the design worked for the game, which was released last autumn.

Lecture – All

CLASSROOM TO THE CONSOLE: THE AUTOBIOGRAPHY OF flOw

Jenova Chen & Kellee Santiago

Friday 12-1pm • Room 125, North Hall

In the spring of 2006, Kellee Santiago and Jenova Chen went from being soon-to-be MFA graduates to owning a company with a three game deal for PS3. Originated as a test bed for Jenova Chen's thesis, flOw evolved from a student project into a debut title for thatgamecompany. In this talk, you will hear the story of how these students leveraged their degrees into games straight from the source.

Lecture – All

CONSOLE WARS: ISSUES FOR THE FIRST TWO YEARS OF NEXT-GEN

Don Daglow

Friday 12-1pm • Room 3020, West Hall

Don Daglow reviews what's different about creating games in the first two years of any console war, and also what's different about this particular installment of the ongoing battle for console dominance. Based on his 35 years of game design experience and five major console hardware cycles, both business climate and game design factors will be covered.

Lecture – All

CONTROLLING AN ENTIRE THEATRE OF WAR: THE DEVELOPMENT OF Supreme Commander

Chris Taylor

Thursday 9-10am • Room 3001, West Hall

Chris Taylor takes you on an entertaining backstage tour of the design and development of Gas Powered Games' RTS game, Supreme Commander, released in early 2007.

Lecture – All

CREATING NEW IP AND INNOVATION IN GAMES: DESTROYING THE BOX

Vander Caballero & Reid Schneider

Thursday 2:30-3:30pm • Room 3009, West Hall

Building new IP is one of the hardest challenges out there. At EA Montreal we are fiercely committed to not only creating new IP, but core innovation in games as well. The current marketplace is only getting tougher, and our customer more demanding. We need to innovate if we want to grow our business. This conference will give some insight into how we develop new IP, and how we are focused on innovation. We'll share some of the tools and tactics we use.

Lecture – All

DESIGNING GAMES FOR EVERYONE: HARMONIX DESIGN IN PRACTICE

Rob Kay & Tracy Rosenthal-Newsom

Thursday 4-5pm • Room 3001, West Hall

Why does Harmonix design accessible games? Because we want everyone to have fun! It's often said games should be "easy to pick up and hard to master", but that's easier said than done. In this talk we share our design insights, best practices and production experiences (both good and bad!) to illuminate the craft of accessible game design.

Lecture – All

DESIGNING Gears of War: ITERATION WINS

Cliff Bleszinski

Thursday 9-10am • Room 135, North Hall

Cliff Bleszinski, designer of Gears of War, outlines the design processes that yielded Gears of War. He takes the various features that worked in the product and breaks them down, step by step, describing how the collaborative and iterative process made them shine.

Sponsored by Emergent

EMERGENT'S METRICS ELEMENT: PRACTICAL APPLICATIONS OF GAME INTELLIGENCE SOFTWARE TO CRITICAL NEXT-GEN ISSUES: CONCURRENCY, DISTRIBUTED EXECUTION AND PLAYER BEHAVIOR

Michael Steele

Wednesday 12-1pm • Room 3011, West Hall

New game intelligence tools are leading to technical and creative innovation in game development in the face of massive scalability issues and next-gen challenges. Learn how Emergent's groundbreaking Metrics Element is helping developers optimize complex game systems in multicore and server environments as well as monitor player behavior in complex game systems.

Lecture – All

THE EXPERIENCE IS KING: SOCIAL GAMING FOR THE NEXT GENERATION

Mike Haigh & Dave Ranyard

Thursday 4-5pm • Room 2009, West Hall

Real next generation gaming is not about the machine or its capabilities, this should be transparent – it is about the experience the player(s) receive – more and more social games are coming to market in a big way (Singstar/Eyetoy/Buzz/Guitar Hero/Dance, Dance Revolution). These genre-busting games are based on a competitive performance (singing, dancing, moving etc.) and typically the performance is captured using a non-traditional controller.

This session is simultaneously translated

Lecture – All

THE FIRST YEAR OF MEDIA MOLECULE

Alex Evans & Mark Healey

Wednesday 2:30-3:30pm • Room 2024, West Hall

Media Molecule is a new independent studio, working on an unannounced game exclusively for PS3. The central theme of this talk is how Media Molecule has bridged the apparent contradiction between maintaining a lean team while maintaining a very high ambition. Founders Alex Evans and Mark Healey look at how they have taken the studio from its starting point of four friends who decided to make a game to, just over a year on, a thriving developer that is on track to deliver its first full price game. Lessons learned from starting up a new studio in the current game development market are shared – from Production, Design and Technical points of view.

Lecture – All

THE FOUR MOST IMPORTANT EMOTIONS OF GAME DESIGN

Nicole Lazzaro

Thursday 9-10am • Room 2024, West Hall

Great gameplay creates strong player emotions that traditional marketing methods can't measure, XEODesign's methods can and developers that can access player emotions can innovate with less risk. Come find out how games such as WoW, Battlefield 2 Diner Dash create Fiero and the other emotions that matter most to players. Based on new XEODesign research of best selling games this session presents new more diagnostic models for maximizing emotion from gameplay.

Lecture – Intermediate

FROM THE FRONTLINE OF OUTSOURCING: THE LESSONS NEVER END

Kristine Coco

Thursday 5:30-6:30pm • Room 3010, West Hall

Building on last year's lecture, "We Learned the Hard Way So You Don't Have To: How to Outsource Art Successfully," this lecture will present specific solutions Midway has employed to manage art outsourcing, and critiques of what worked, what didn't, and why.

Lecture – Intermediate

THE FUTURE OF INNOVATIVE STUDIOS: TEAM AND TOOLS BEHIND Alan Wake

Lasse Seppanen

Wednesday 4-5pm • Room 3008, West Hall

This session discusses how Remedy's team structure, every-day tools, and processes are tailored to meet the challenge of Alan Wake – a project that is simultaneously breaking new ground in fresh game design, cinematic storytelling, and incredible technology. How do you manage a project like that, and still manage to sleep at night?

Roundtable – All

GAME ACCESSIBILITY ARCADE

Ernest Adams, Michelle Hinn, Richard Van Tol

Wednesday 9-10am • Room 123, North Hall
Thursday 9-10am • Room 110, North Hall
Friday 10:30-11:30am • Room 110, North Hall

So what EXACTLY does an accessible game look (or sound) like? Come find out at the Accessibility Arcade where attendees will have the chance to play a variety of games and use special game controllers designed for gamers with disabilities while discussing how the game was designed with the designers themselves.

Lecture – All

IDENTIFYING AND MEASURING RISKS ON MMOS

Steve Snow

Wednesday 12-1pm • Room 131, North Hall

We can't cover all the risks in MMO development efforts but I will summarize the high risk challenges that were faced on Horizons, Auto

Assault and we are currently solving on Gods & Heroes. Starting off with team building, core technology ideals and how these relate to talent and tools, moving into current technology challenges or limitations that can commonly come up within the first year of development. Leading to ways to look at development vs. live team and how that may impact your project plans. Finishing with how maintaining a core focus and iteration will ultimately define your project.

Roundtable – All

IGF – STATE OF INDEPENDENT GAMES ROUNDTABLE

Simon Carless

Thursday 2:30-3:30pm • Room 123, North Hall

Moderated by Independent Games Festival Chairman Simon Carless, this roundtable is an open forum to discuss the state of independent games in 2006. How are consoles affecting the marketplace? How do casual and mobile games intersect with the indie game? What are the greatest innovations or setbacks the indie space has seen over the past year? We'll be aiming to cover all of those questions and more through considered discourse.

Roundtable – All

IGF – STATE OF INDEPENDENT STUDENT GAMES ROUNDTABLE

Simon Carless

Friday 2:30-3:30pm • Room 110, North Hall

Over the past few years, the quality of independently produced student games has skyrocketed. Moderated by Independent Games Festival Chairman Simon Carless, this roundtable aims to discuss the best methods to produce independent games in education. Discussions may include the use of middleware, the structure and length of courses, the ways to turn an excellent student game into a job in the industry, and suggestions for ways that the IGF Student Showcase competition to evolve in the coming years.

Roundtable – All

IMPROVING THE QA PROCESS

Chuck McFadden

Wednesday 2:30-3:30pm • Room 114, North Hall
Thursday 9-10am • Room 114, North Hall
Friday 9-10am • Room 124, North Hall

For industry professionals with some involvement in the QA process, this roundtable attempts to explore various effective ways of testing increasingly complex games.

Lecture – Intermediate

IP: CREATING IT, USING IT, AND KEEPING IT

S. Gregory Boyd

Wednesday 9-10am • Room 3009, West Hall

IP is more valuable in the current generation of games than ever before. As a consequence, building, exploiting, and protecting the property is growing in importance. This session discusses general IP protection, licensing, and litigation in the game industry.

Lecture – Intermediate

MAP PROTOTYPE PROCESS: CREATING FUN GAMEPLAY SPACES WHILE MINIMIZING RISKS

Christian Allen & Mike Haynes

Wednesday 4-5pm • Room 2007, West Hall

With rising production costs and tight schedules, titles cannot afford to waste production time on untested content. To combat this, we developed a map prototype process at Red Storm. This allows us to quickly play test maps and avoid pitfalls and the mistakes of the past.

Poster Session – All

MAPPING YOUR CORPORATE GEOMORPHOLOGY

Casey O'Donnell

Wednesday 1-2pm • 3rd Floor, West Hall

If game companies were worlds, what would yours look like? This session identifies the processes, structures, and disciplines that generate the distinctive landscape of game companies and the dynamics of that typography. It presents best practices for identifying particularly dangerous fault-lines and ways to alter the landscape without causing catastrophic corporate harm. It uses concrete examples drawn from a two-year ethnographic study of a game development studio.

Lecture – Intermediate

MASS MULTIPLAYER MOBILE GAMES AND COMMUNITIES – CASE STUDY: PATH OF A WARRIOR

Kyu C. Lee

Wednesday 12-1pm • Room 3016, West Hall

PATH OF A WARRIOR has been one of the most successful mobile mass mulitplayer title in Korea, bringing in advanced technology, new business models, and large community into the mobile sector. In this session, PATH OF A WARRIOR, will be broken down into elements on how this whole success could be achieved from the beginning and also show how this could be an exciting new motivation to the whole mobile gaming industry by bringing in the whole community.

Lecture – All

MERGING ART AND MARKETING: A LOOK INSIDE THE GEARS OF WAR VISUAL MARKETING EFFORT

Tim Dean

Wednesday 9-10am • Room 131, North Hall

GEARS OF WAR has been designed from the onset as a blockbuster franchise, as such artist have had to drastically increase the support for marketing. We'll examine the impact on the art team, removing traditional game marketing boundaries and working with companies like Digital Domain to meet the new challenges and opportunities.

Lecture – All

MOTION CAPTURE COMPRESSION

Okan Arikan

Wednesday 9-10am • Room 2024, West Hall

This talk describes a novel compression method that is designed for motion capture data. We will show how you can compress 90 minutes of high quality character animation into 6MB without perceivable loss. You will be able to randomly and very efficiently extract frames directly from the compressed representation.

PATH OF A WARRIOR has been one of the most successful mobile mass mulitplayer title in Korea, bringing in advanced technology, new business models, and large community into the mobile sector. In this session, PATH OF A WARRIOR, will be broken down into elements on how this whole success could be achieved from the beginning and also show how this could be an exciting new motivation to the whole mobile gaming industry by bringing in the whole community.

Panel – Intermediate

PIRATES OF THE CARIBBEAN: WRITING ACROSS GAME PLATFORMS

Sande Chen, Matt Costello, Ted Elliott, Jeff Gomez, Mike Goslin

Friday 9-10am • Room 3001, West Hall

Presented by the New Media Caucus of the Writers Guild of America, west (WGAw), this panel explores the craft of writing from traditional screenplay through increasingly immersive forms of interactive entertainment. Learn the specific issues involved in writing for different types of game platforms and how to balance story, gameplay, and player volition.

Lecture – All

PIRATES VS. COWBOYS VS... NINJAS? METASOY AND PLAYER-CREATED CONTENT

Michael Bayne & Daniel James

Thursday 5:30-6:30pm • Room 3000, West Hall

Three Rings' reveals details behind its third project, an exploration of player-created content code-named MetaSOY. In addition the beans are spilt on BANG! HOWDY one-year on, and there's an update on PUZZLE PIRATES. Expect indie MMO inspiration served with numbers, graphs, pretty pictures and hand-waving freakoutery. Questions will be answered, tofu will not be served.

Lecture – All

PREDICTING THE FUTURE: EFFECTIVE PROJECT SCHEDULING TOOLS AND TECHNIQUES

Duane Webb

Wednesday 9-10am • Room 3016, West Hall

Estimating and accurately scheduling a large project can be difficult and error prone. How do you create an accurate schedule months or years in advance that can be used to predict a release date? How do you account for inaccurate estimates and plan for the inevitable scope creep on the project? This lecture discusses practical techniques that can be used to plan and schedule your projects from the early planning phases through to full production of the game.

Panel – All

PS3: AUDIO DEVELOPMENT FROM THE TRENCHES

Dave Murrant

Thursday 2:30-3:30pm • Room 3008, West Hall

Now that the PS3 has been launched and the first wave of titles have been released what was/is it like to develop audio for this platform? Attendees learn tricks and tips for audio development on the PS3 platform and hear about games that have been released or are in development. Attendees will have an opportunity to ask questions of the panel about their experiences.

Lecture - All

RETHINKING THE DEVELOPMENT TIMELINE

Takeshi Shimada

Friday 10:30-11:30am • Room 135, North Hall

In today's day and age, when development budgets are skyrocketing and technology is advancing quickly, what can developers do to ensure their unique game ideas make it to market? Takeshi Shimada has been creating development tool libraries for Nintendo's game creators for nearly 15 years. Most recently, he was involved in the critical and commercial success, BRAIN AGE: TRAIN YOUR BRAIN IN MINUTES A DAY. In this session, He walks through how the advance preparation of good development libraries streamline the creative process for game development teams. This approach allowed Nintendo to develop a game in 3 months, with a development team of fewer than 10 members, that has gone on to sell more than 5 million copies worldwide. Shimada provides insights and practical information that any developer can use.

Lecture – Intermediate

RE-THINKING THE VISUAL PIPELINE FOR NEXT-GEN GAMES

Alexandre Amancio

Thursday 5:30-6:30pm • Room 3007, West Hall

This lecture focuses on emerging visual development techniques for next generation games. It is separated into two tiers. The first will introduce attendees to a modeling technique that should dramatically speed up the creation of detailed models that can then be used to generate normal maps for their in-game assets. The second focuses on the use of sophisticated in-game shaders to dramatically increase the visual quality and variety of the game world and its characters.

Roundtable – All

SECURITY AND PRIVACY IN GAMES

Elonka Dunin

Wednesday 4-5pm • Room 113, North Hall
Thursday 12-1pm • Room 113, North Hall
Friday 10:30-11:30am • Room 114, North Hall

This is designed to be a forum for discussion of security and privacy issues in game development, including everything from cheating to theft of personally identifiable information (PII), including deployment of malicious software either through the game itself, or as mods or replays.

This session is simultaneously translated

Lecture – All

SHARED TECHNOLOGY AT RARE: GOOD AND BAD

Tom Grove

Friday 4-5pm • Room 135, North Hall

This session describes how shared technology has evolved at Rare. We present a brief history of game development at Rare and describe how Rare has used shared technology – not always successfully – to meet the challenges of next-gen development.

Lecture – All

SURVIVAL OF THE FAMILY: THE SAGA OF CREATING AND SHIPPING THE GODFATHER: THE GAME

Phil Campbell, Mike Olsen, Michael Perry

Thursday 4-5pm • Room 3000, West Hall

As EA's first true open-world game, THE GODFATHER: THE GAME had all the markings of a title on a clear and confident path to success. But with the 1-2-3 punch of a blue sky pre-production process, an untested game engine, and a large new team, the path to success for THE GODFATHER was long and challenging. Learn from the team's three Creative Directors how the team was able to recover from a slipped ship date, an over-scoped design, and a new team chemistry to deliver a successful game based on one of the greatest films of all time.

Lecture – All

TAKING CONTROL OF YOUR MIDDLEWARE

Ross O'Dwyer

Friday 9-10am • Room 2007, West Hall

Middleware is becoming a larger and larger part of game development pipelines: don't leave middleware production up to your developers. Schedule for middleware and whip your providers into line! Get the most out of what you've paid for while minimizing risk for your project.

This session is simultaneously translated

Lecture – Advanced

TESTING TECHNIQUES, TOOLS, AND TIPS

Evan Birkby

Thursday 2:30-3:30pm • Room 2007, West Hall

This session will focus on ways to improve test coverage and bug tracking. Identifying which test cases will uncover the most bugs and how to identify new areas to test will help with both coverage and efficiency. Effective recruiting of test teams and how to cover multiplayer demands on resources will also be discussed. Testing FPS, RTS, RPG and other game types will compared and unique issues identified.

Lecture – All

THE UPS AND DOWNS OF DOWNLOADABLE CONTENT: DEVELOPING CONTENT FOR GRAW 360

Chris Bray & Randy Greenback

Thursday 9-10am • Room 2007, West Hall

With the new wave of console's focus on online connectivity and marketplace options, how can you prepare for downloadable content for your game title? This session aims to help developers navigate the road ahead and answer questions based on knowledge gained through building and promoting downloadable content for Xbox 360's GHOST RECON: ADVANCED WARFIGHTER.

Roundtable – Intermediate

WEB-BASED GAMES ROUNDTABLE: PRODUCTION & DESIGN

Brian Robbins & Wade Tinney

Wednesday 9-10am • Room 114, North Hall

The 6th annual web-based games roundtables will again attempt to dissect the web-based game space for the attendees. Today's session will focus on the Production & Design issues affecting Web-Based games. We'll look at what has happened in the past year, compare that to what we thought would happen, and try to determine what we expect to see in the year to come.

Roundtable – Intermediate

WEB-BASED GAMES ROUNDTABLE: BUSINESS MODELS

Brian Robbins & Wade Tinney

Thursday 12-1pm • Room 110, North Hall

The 6th annual web-based games roundtables will again attempt to dissect the web-based game space for the attendees. Today's session will focus on the business of Web-Based games. We'll look at what has happened in the past year, compare that to what we thought would happen, and try to determine what we expect to see in the year to come.

Roundtable – Intermediate

WEB-BASED GAMES ROUNDTABLE: COMMUNITY ISSUES

Brian Robbins & Wade Tinney

Friday 9-10am • Room 110, North Hall

The 6th annual web-based games roundtables will again attempt to dissect the web-based game space for the attendees. Today's session will focus on the community surrounding web-based games. It will look at where we have come from, where the industry is at today, and try to determine what is expected in the year to come.

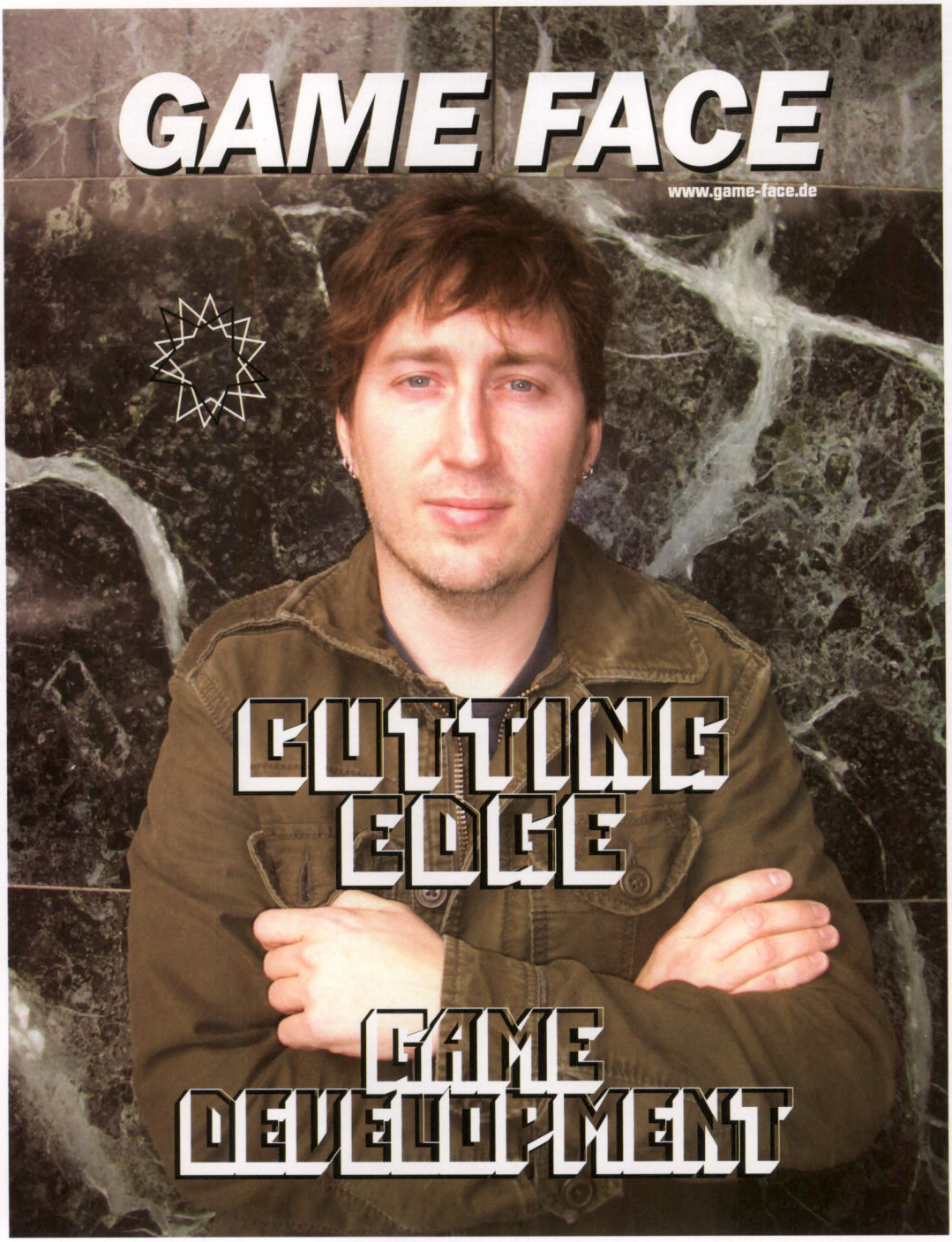
Roundtable – All

YOUR #1 FAN: DEVELOPER INTERACTION WITH THE FAN COMMUNITY

Chris Bray

Wednesday 4-5pm • Room 123, North Hall
Thursday 5:30-6:30pm • Room 110, North Hall
Friday 9-10am • Room 114, North Hall

Focus group, unpaid test department, or 50 fanboys bad-mouthing your game? Participants have an opportunity to discuss what their fan community means to them and share insights on how to maintain and improve the developer-fan relationship.


GAME FACE
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CUTTING EDGE
GAME DEVELOPMENT

PROGRAMMING TRACK

As new platforms emerge and existing platforms evolve, programmers face an ever increasing challenge to produce games that capture the attention of the public and the media. The Programming Track focuses on these challenges and the opportunities presented by next and current generation development.

20-minuteLecture – All

3D IN 3D: RENDERING ANAGLYPH STEREOGRAPHICS IN REAL-TIME

Bruce Oberg

Friday 12-12:20pm • Room 2024, West Hall

This presentation covers the technical details for implementing anaglyph (red/cyan) stereographic images in real-time. Besides covering the basics of stereo photography, the talk also digs deep into the myriad of small issues that can mar stereographic images that are rendered in real-time for consumer display hardware.

Lecture – Intermediate

3D TRICKS: ENGINEERING INNOVATION ON THE NINTENDO DS

Chuck Homic & Gregory Oberg

Thursday 5:30-6:30pm • Room 2007, West Hall

In this session, Vicarious Visions engineers explore the tricks and techniques used to maximize visual impact. Examples from Vicarious Visions' DS titles are presented, including how the team used texture streaming, resource balancing, and proper budgeting to overcome hardware challenges and deliver high quality 3D graphics.

Lecture – Intermediate

ADVANCED AUDIO TECHNIQUES FOR RACING GAMES: CREATING AUDIO FOR FORZA MOTORSPORT 2

Mike Caviezel & Greg Shaw

Friday 9-10am • Room 3006, West Hall

This lecture takes a focused look at the audio production process for the Xbox 360 racing-simulation game FORZA MOTORSPORT 2, and dissects the recording and implementation techniques used by the FORZA 2 CAR AND TRACK audio team.

Lecture – All

AGILE GAME DEVELOPMENT

Clinton Keith

Thursday 4-5pm • Room 2007, West Hall

With team sizes, budgets and crunch time becoming more and more common, many studios are exploring agile methods. This sessions presents introduction of applying agile methods to game development from the studio CTO who introduced it. You will be given an overview of the reasons for agile, what Scrum is and how agile is being appplied in a real game development environment.

Sponsored by AMD

AMD GRAPHICS DEVELOPER PERFORMANCE TOOLS

Seth Sowerby & Jonathan Zarge

Wednesday 9-10am • Room 3002, West Hall

Tools for improving graphics performance have become a necessity for today's complex games. This talk focuses on recent updates toamD graphics performance tools. Detailed discussion and demonstrations of GPU PerfStudio (real-time performance analysis), GPU Shader Analyzer (pixel and vertex shader analysis) and Tootle (mesh triangle order optimization) are presented.

Lecture – Intermediate

APPLIED PHYSICS: MOTORSTORM

Scott Kirkland

Friday 12-1pm • Room 3001, West Hall

As the visual quality of games has improved, more attention has been given to other aspects of a game to increase the feeling of reality during gameplay. In this session, Evolution Studios focuses on the physical simulation in their PS3 title, MOTORSTORM. Topics to include A) building for destruction; MOTORSTORM features some of the most spectacular destruction ever seen in a videogame. We'll reveal how vehicles and objects are constructed (and subsequently destroyed) to produce unrivalled carnage! B) digging in the dirt; persistent, interactive, deformable terrain is one of MOTORSTORM's (literally) outstanding features. We'll describe the techniques employed and highlight how Havok's extensible architecture allowed us to achieve comprehensive integration. C) character reference; by combining Havok's key-frame animation, IK and ragdoll behaviours, MOTORSTORM's riders and drivers move in a startlingly convincing manner. We'll demonstrate the benefits of this blended approach, and present practical considerations to maximize its impact.

Roundtable – All

ARTIFICIAL INTELLIGENCE IN COMPUTER GAMES

Neil Kirby & Steve Rabin

Wednesday 2:30-3:30pm • Room 124, North Hall
Thursday 5:30-6:30pm • Room 123, North Hall
Friday 2:30-3:30pm • Room 123, North Hall

The general topics sessions on Wednesday allow experienced developers to hear and discuss AI issues and future plans. The genre-specific sessions on Thursday allow them to talk in depth about AI as it relates to typical games. The "AI For Beginners" session on Friday allows people who are new to AI to get their questions answered. No question is too basic for this session.

Lecture – Advanced

AUTOMATIC GENERATION OF DYNAMICS MODELS

John Ratcliff

Friday 4-5pm • Room 3016, West Hall

This lecture presents algorithms and tools to perform approximate convex decomposition, rag doll generation, automatic skeletal extraction, pre-fracture and soft-body models from raw graphics data suitable for real-time simulation.

Sponsored by Intel

AWESOME, BUT FAIR: ENHANCING PERFORMANCE ON MULTI-CORE CLIENTS

Brad Werth

Thursday 2:30-3:30pm • Room 2012, West Hall

With so much focus on creating a uniform and fair play experience across clients, your customers with multi-core hardware aren't getting the value they expect out of your game. See how you can provide the wow factor without sacrificing fairness and consistency.

Lecture – All

BEST PRACTICES TO HELP YOU TAKE CONTROL OF YOUR GAME DEVELOPMENT

Grady Booch

Friday 4-5pm • Room 3020, West Hall

In game development, software complexity has reached a critical mass, the artistic element has spiked, and for both domains, reuse is minimal. The game community is experiencing issues that other software-intensive domains have passed through and will benefit from drawing upon best practices in defense, embedded, and enterprise systems to help you take control of your game development.

Sponsored by Intel

BUILDING BLOCKS FOR MULTI-THREADED GAMES

Victoria Gromova

Thursday 9-10am • Room 3002, West Hall

Threading introduces a new class of problems for software developers that are hard to solve with only the help of traditional tools for sequential programming.

Victoria will discuss building blocks for scalable parallel programming that help express parallelism, fight thread-safety issues, and analyze performance.

Sponsored by Microsoft

BUILDING HIGH PERFORMANCE GAMES USING VISUAL C++ 2005

Boris Jabes

Wednesday 2:30-3:30pm • Room 3004, West Hall

Visual C++ 2005 introduces a powerful new set of optimization techniques and code generation models. This presentation will discuss the many options available in Visual C++ for streamlining your game code, including link-time code generation, profile guided optimization (PGO), floating-point optimization, and other compiler and linker flags that will help you squeeze the most out of your target hardware. In addition, we'll discuss the Visual Studio profiler and other tools available to help pinpoint game bottlenecks and get you on track to performance nirvana.

Lecture – All

CHALLENGING EVERYONE: DYNAMIC DIFFICULTY DECONSTRUCTED

Aaron Cole & Ken Harward

Wednesday 12-1pm • Room 2009, West Hall

Is Dynamic Difficulty the magic bullet for game balancing? Is it worth the effort? This talk discusses the experiences of putting the Personal Challenge System in Sin Episodes: Emergence to examine the real costs, benefits, and consequences of implementing dynamic difficulty.

Poster Session – Intermediate

COMPARING FIRST-GENERATION DRAMA ENGINES

Patrick Dugan

Thursday 1-2pm • 3rd Floor, West Hall

Significant advances have been made in the field of interactive storytelling and drama, both in terms of conceptual design tools and working engines. This session evaluates four drama engines, Storytron, Rocket Hearts, Drama Princess, and Façade's, and uses fresh perspectives and models to compare their strengths, weaknesses and aesthetics.

Sponosred by IBM

CONTROL YOUR PERFORMANCE MONSTERS: CELL PROGRAMMING TIPS AND TECHNIQUES

Bruce D'Amora

Wednesday 4-5pm • Room 3004, West Hall

Learn tips and techniques for programming Cell processor-based platforms from the CPU designers themselves! This session describes the architecture of the Cell processor as an example of next-generation console CPUs. Participants learn to optimize performance on Cell architecture by partitioning their code between the PPE (core) and SPEs (Synergistic Processor Elements).

Sponsored by Microsoft Xbox

D3D10 UNLEASHED: NEW FEATURES AND EFFECTS

David Tuft

Wednesday 12-1pm • Room 3004, West Hall

Direct3D 10 has arrived in Windows Vista! Get up-to-speed on the latest graphics hardware and software infrastructure in Windows. Learn about the breadth of new Direct3D 10 features – everything from geometry shaders to resource views – and how to leverage those features for cutting-edge visual effects in your next Windows title. Attending this introductory talk is a great way to prepare yourself for the more advanced Direct3D 10 content presented later in the conference.

Lecture – Intermediate

DEALING WITH DESTRUCTION: AI FROM THE TRENCHES OF COMPANY OF HEROES

Shelby Hubick & Chris Jurney

Friday 10:30-11:30am • Room 131, North Hall

Many next generation games include environmental destruction, but few games do it on the scale of COMPANY OF HEROES. Having an environment where every object is destroyable presents difficult challenges for AI characters. COMPANY OF HEROES achieves very complex unit and squad behavior despite having to deal with a constantly changing environment. This talk will give a look under the hood at the design and implementation of all the systems we used to achieve those goals. Soldiers in COMPANY OF HEROES look and act smart – they move in squads, use environmental objects for cover, move out of the way of oncoming vehicles, and react to major game events like explosions and suppressing fire. They do all this while maintaining smooth animation. This talk covers in detail the low-level techniques used to achieve these results.

Sponsored by Havok

DEEP INTEGRATION: HAVOK PHYSICS IN NEXT GENERATION UBISOFT GAMES

Dany Lepage

Thursday 10:30-11:30am • Room 3011, West Hall

Ubisoft presents cutting edge applications of Havok Physics within as yet unseen prototypes that promise to expand game-play mechanics in next generation Ubisoft games. Demonstrations cover a range of mechanics and physical scenarios, from efficient implementation of destructible worlds, to physically-based character reactions and dynamic character-object attachments.

Lecture – All

DESIGNING REVOLUTIONARY CONTROLS

Mike Chrzanowski & Jesse Raymond

Wednesday 4-5pm • Room 3010, West Hall

The arrival of accelerometer-based controllers in gaming creates a host of new design challenges for developers. This presentation explores the challenges faced during the development of MARVEL ULTIMATE ALLIANCE for the Wii launch, and the solutions used to create the final product.

Lecture – Intermediate

DRAGGED KICKING AND SCREAMING: SOURCE MULTICORE

Tom Leonard

Friday 10:30-11:30am • Room 3010, West Hall

This session examines the process of upgrading Valve's Source Engine to take advantage of multiple cores. The speaker will analyze the experiments, infrastructure, and tools involved in moving a mature code base onto contemporary PC and console hardware. The talk explores successes and failures along the way to creating an efficient and easy to use multithreaded engine from an established single threaded base.

Poster Session – All

EASY MULTI-LANGUAGE DEVELOPMENT AND CHEAT DETECTION WITH GOOGLE WEB TOOLKIT

Bill Baker

Thursday 1-2pm • 3rd Floor, West Hall

We demonstrate a multi-player web game that runs 99% of its game logic, including AI, in the browser, for responsiveness and scalability, but which can detect cheating and glitches either on the fly or after the fact with server-side logic checking. The game uses a single code base, authored in Java and running as JavaScript in the browser but as Java on the server. Java-to-JavaScript translation is provided by Google Web Toolkit.

Lecture – Intermediate

EMBODIED AGENTS IN DYNAMIC WORLDS

John O'Brien & Bryan Stout

Wednesday 12-1pm • Room 3000, West Hall

This session is a detailed examination of the issues and techniques involved with navigating agents through the highly dynamic environments that are starting to be built on the NexGen consoles. Dynamic pathfinding solutions as well as navigational techniques are covered.

Lecture – Intermediate

FEUD NO MORE: LEARNING TO LOVE THE HYBRID WEB/DOWNLOAD CASUAL GAME

Bret Barker & David Fox

Wednesday 2:30-3:30pm • Room 2007, West Hall

FAMILY FEUD ONLINE PARTY is a unique hybrid of web and downloadable casual games. A classic TV brand was converted into a subscription-based community by integrating existing Java web application infrastructure into a quality C++ game engine.

Lecture – All

FINAL FANTASY XII POSTMORTEM

Taku Murata

Thursday 12-1pm • Room 135, North Hall

FINAL FANTASY XII, which has shipped over 4 million units in Japan and North America since its Japanese release on March 16, 2006, is the latest installment of the world renowned FINAL FANTASY franchise which has sold more than 70 million units worldwide. Taku Murata, supervisor of FINAL FANTASY XII, and the other core members of its development team will give the lecture on the learning from the development of the title. Taku will talk about the challenges he faced in development process. He will touch upon technical challenges to realize this quality graphics introducing tools created during the development of this title; effect tool, motion tool, and stage editors. Audience can expect to see a glimpse of the long kept secret of FINAL FANTASY development.

Sponsored by AMD

FROSTBITE RENDERING ARCHITECTURE AND REAL-TIME PROCEDURAL SHADING AND TEXTURING TECHNIQUES

Johan Andersson & Natalya Tatarchuk

Wednesday 2:30-3:30pm • Room 3002, West Hall

An overview of the rendering systems and architecture of DICE's new Frostbite engine powering the upcoming BATTLEFIELD: BAD COMPANY game. Discuss graph-based visual shader authoring, unified rendering & shading back-end (PC, Xbox 360 and PS3), and procedural shading and texturing techniques, including examples from the latestamD/ATI graphics demos.

20-minute Lecture – All

GAME SKETCHING

John Buchanan

Friday 12:40-1pm • Room 2024, West Hall

This talk introduces the concept of game sketching. Sketches are used in the creative industry to rapidly explore aspects of a piece of work. Sketches allow us to focus the client on a particular aspect of the work by placing detail only where appropriate. A sketch invites comment and promotes innovation. This talk reviews results from a Game Sketch project undertaken in the fall of 2006 at Carnegie Melon's Entertainment Technology center in Australia.

Sponsored by Nvidia

GEFORCE 8800 OPENGL EXTENSIONS

Thursday 12-1pm • Room 3018, West Hall

NVIDIA engineers will talk about the latest OpenGL API features for programmable GPUs. This session covers the "hows, whys, and whens" of programming the fourth generation shader hardware. It matches detailed information on the API with practical examples. Topics covered include geometry shaders, transformation feedback, instancing, and advanced texture formats.

Sponsored by Nvidia

GPU OPTIMIZATION WITH THE LATEST NVIDIA PERFORMANCE TOOLS

Speaker TBD

Thursday 10:30 -11:30am • Room 3018, West Hall

This presentation showcases NVIDIA's latest suite of GPU performance analysis tools for DirectX and OpenGL, including new versions of PerfKit and ShaderPerf with major added features. Attendees will learn how to use the various components of PerfKit: find and remove bottlenecks with PerfHUD, access powerful GPU performance counters with PerfSDK, identify OpenGL API usage and performance errors with GLExpert, and tune fragment programs using ShaderPerf.

Sponsored by AMD

GRAPHICS TIPS & TRICKS FROM AMD'S DEMO TEAM

Christopher Oat &Thorsten Scheuermann

Wednesday 4-5pm • Room 3002, West Hall

The demo team fromamD will describe a number of interesting and practical effects from current and future graphics demos. Join us to learn about new rendering techniques designed to fully take advantage ofamD's latest Direct3D 10 hardware.

20-minuteLecture – Intermediate

HAIR STYLING: A TEENAGER'S DREAM, AN ARTIST'S NIGHTMARE

Peter Woytiuk

Friday 12-12:20pm • Room 3016, West Hall

Creating good looking beards and hair is difficult and time consuming; with the increased fidelity of next-gen hardware flaws in hair models are readily apparent. This session presents tricks and tips for creating a suite of hair tools that enables the creation of various hair styles while keeping turn-around time for the artist to a minimum.

Lecture - Advanced

HOW TO ANIMATE A CHARACTER YOU'VE NEVER SEEN BEFORE

Chris Hecker

Thursday 5:30-6:30pm • Room 3001, West Hall

This lecture discusses the various approaches we used to procedurally animating user-created creatures in SPORE, and what worked and what didn't, along with some suggestions about how some of the techniques might benefit other more traditional games.

This session is simultaneously translated

20-minute Lecture – Intermediate

HOW TO CONVERT TO DATA-DRIVEN AUDIO AND WHAT CAN GO WRONG

Tomas Neumann

Friday 12:20-12:40pm • Room 3006, West Hall

This lecture explains how to convert from a distributed to a data-driven sound specification system and which obstacles come up along the way. The experience that was gathered while centralizing audio production workflow for our upcoming title CRYSIS is discussed and explained through specific examples.

Lecture – Intermediate

IS THERE ANYTHING COMPARABLE TO SPHERICAL HARMONICS BUT SIMPLER?

Chi Sing Leung & Tien-Tsin Wong

Thursday 2:30-3:30pm • Room 3000, West Hall

Unlike the complex spherical harmonics, a spherical radial basis function (SRBF) lighting framework is introduced to achieve real-time ultra-realistic rendering. It is mathematical simpler, intuitive, computational efficient and easy to learn. Its visual quality is comparable to spherical harmonics. This session provides the underlying mathematics, implementation details/tricks, and demonstrations of this novel SRBF lighting framework.

Sponsored by Intel

LAPTOP GAMING: ANALYSIS OF POWER CONSUMPTION AND SOFTWARE SOLUTIONS USING THE INTEL LAPTOP GAMING TDK

Satheesh Subramanian and Rajshree Chabukswar

Wednesday 9-10am • Room 3004, West Hall

As powerful, portable laptops become more and more popular, now is the time to start considering a mobile platform during development. This talk will discuss considerations for battery life, wireless, and form factors challenges, and include technical suggestions on how to address them. We'll also look at gaming on the new Ultra-mobile PC devices on their way to the market.

Lecture – All

THE LOOK OF VIVA PIÑATA: A DETAILED TOUR OF THE GRAPHICS ENGINE

Michael Boulton

Thursday 9-10am • Room 131, North Hall

This talk will provide a thorough overview of all aspects of the graphics engine exclusively designed for VIVA PIÑATA on the Xbox 360. Topics such as how the shaders were designed to achieve the look of the game, the lighting and shadowing system, and how advanced features such as edge-based tessellation were used to achieve high framerates are discussed in detail. The author also touches upon areas for future improvement, and how existing methods can be generalized to promote the use of large-scale displacement maps and general lighting algorithms in a non-deferred framework.

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MASSIVE MULTI-CORE CPUS & GAMING

Justin Boggs

Wednesday 10:30-11:30am • Room 3002, West Hall
Thursday 9-10am • Room 2010, West Hall

The PC continues to be an excellent gaming platform asamD continues to drive CPU performance to record levels. Developers now have more capability than ever before to unleash their creativity and create compelling new game experiences. Come and learn specific techniques and tools for maximizing game performance for current and futureamD multi-core processors.

Lecture – All

MEETING PLAYERS HALFWAY: USING ADAPTIVE SYSTEMS TO PREVENT PLAYER FRUSTRATION

Lida Tang

Friday 10:30-11:30am • Room 2007, West Hall

To attract larger audiences, games today must accommodate vastly different levels of skill and knowledge in its players. This session introduces a novel concept called Adaptive Training, which helps novice players while staying out of the way of expert players. It then presents an adaptive training implementation, as used within BIOSHOCK, the upcoming Xbox 360 title by Irrational Games.

Lecture – All

THE MINDSCAPE: A FRAMEWORK FOR CHARACTER AND STORY INTERACTIONS

William Ferguson

Friday 10:30-11:30am • Room 2024, West Hall

In order to produce military training in interpersonal skills and cultural operations, BBN Technologies has developed a framework where many designers can create believable characters and a compelling story. Sound like familiar goals? BBN built the Mindscape, the mental and social analog to the virtual landscape and it can make profoundly better entertainment as well as teach.

Lecture – All

MOTION CAPTURE COMPRESSION

Okan Arikan

Wednesday 9-10am • Room 2024, West Hall

This talk describes a novel compression method that is designed for motion capture data. The speaker shows how you can compress 90 minutes of high quality character animation into 6MB without perceivable loss. Attendees will be able to randomly and very efficiently extract frames directly from the compressed representation.

Lecture – Intermediate

MOTOGP'06 FOR XBOX 360: A POSTMORTEM OF OUR NEXT-GEN TOOL CHAIN

David Jefferies & Tom Williams

Thursday 12-1pm • Room 131, North Hall

Taking MOTOGP'06 as a case study we look at the development of Tomcat, our next-gen tools framework, and the role that it played in the success of the project. This session explores the benefits and risks of developing your own proprietary texturing and modelling package over using popular alternatives such as Max or Maya.

Sponsored by AGEIA

NEXT GENERATION DESTRUCTION IN THE UE3 ENGINE

Scott Brown & Ben Laird

Thursday 12-1pm • Room 3011, West Hall

See Addendum for description.

Sponsored by NVIDIA

NVIDIA DEMO TEAM SECRETS – ADRIANNE

Thursday 4-5pm • Room 3018, West Hall

NVIDIA's Demo Team will reveal the secrets behind their most advanced skin rendering techniques as seen in the "Adrianne" and "Froggy" demos. Our demo engineers will present a highly realistic, physically based real-time skin shader that is easy to implement and highly scalable to meet the performance needs of your application.

Sponsored by NVIDIA

NVIDIA DEMO TEAM SECRETS – CASCADES

Thursday 2:30-3:30pm • Room 3018, West Hall

Discover how NVIDIA's demo team built the "Cascades" demo, where complex rock structures are generated on the GPU for glistening cascades of waterfalls to crash down upon. Our engineers will also cover the realistic shading and displacement mapping techniques used in the demo and also how the GPU water particle system works. Particles are able to spawn other particles, as well as collide with a complex 3D terrain.

Sponsored by NVIDIA

NVIDIA FX COMPOSER 2: A COMPREHENSIVE SHADER DEVELOPMENT PACKAGE

Thursday 9-10am • Room 3018, West Hall

FX Composer 2 is a cutting-edge shader development environment for technical directors, programmers, and artists. Supporting both OpenGL and DirectX as well as Cg, HLSL, and COLLADA FX shaders, FX Composer 2 includes numerous features for integration into real-world production pipelines. Attendees will learn all about FX Composer 2's features, including shader profiling support, artist-friendly tweakables, scripting support, custom plug-ins, and much more.

Lecture – Intermediate

OPENGL ES 2.0: START DEVELOPING NOW

Dan Ginsburg

Wednesday 12-1pm • Room 3009, West Hall

The forthcoming emergence of OpenGL ES 2.0 handheld devices means that developers need to start targeting the API in their game engines today. In this presentation, the speaker details all of the tools you will need to start developing games for OpenGL ES 2.0. In addition to tools, he presents a case study in developing a 3D engine targeted for OpenGL ES 2.0.

Sponsored by Intel

OPTIMIZING GAME PLAY FOR INTEL GRAPHICS

Chuck De Sylva

Thursday 4-5pm • Room 2012, West Hall

This session will focus on optimizing game play for Intel graphics. This session will discuss Intel's new programmable, scalable graphics architecture and an overview of the new features. Learn about the key challenges, common pitfalls, and recommendations to ensure seamless compatibility with Intel graphics. Intel continues to lead in graphics shipments worldwide and ensuring support of Intel graphics can increase your market penetration.

Sponsored by AMD

PERFORMANCE PROFILING WITH AMD GPUS TOOLS: A CASE STUDY ABSTRACT

Holger Gruen

Wednesday 12-1pm • Room 3002, West Hall

This talk shows a case study of how to use AMD GPU tools on live 3D applications to improve performance. The latest version of AMD GPU PerfStudio will be used to identify major bottlenecks while Microsoft PIX and AMD GPU Shader Analyzer are used to drill down to the root of the problems. Several optimization strategies will be discussed to resolve the bottlenecks.

Roundtable – Intermediate

PHYSICS ON NEXT GEN PLATFORMS

David Wu

Wednesday 12-1pm • Room 113, North Hall
Thursday 2:30-3:30pm • Room 124, North Hall
Friday 9-10am • Room 123, North Hall

The current (next?) generation of hardware has a tremendous amount of computational power that is well suited for physics. This roundtable provides an opportunity for programmers interested in physics and designers with a high tolerance for technical jargon to discuss new ideas, trends, effective algorithms, API design, and middleware for the parallel nature Xbox360, Cell and high end PCs.

Sponsored by Intel

PRACTICAL MULTI-THREADING FOR GAME PERFORMANCE

Leigh Davies

Wednesday 4-5pm • Room 2012, West Hall

The importance of threading game engines continues to grow in importance. The challenge now facing developers is to create architectures that not only scale between one and two cores but potentially well beyond into the multi-core era. This session looks at how current game developers are rising to the challenge of writing game designed to scale onto multi-core PC platforms using case studies of current high profile titles to highlight how the different components in the engines interact with each other and the performance issues that needed to be solved during development.

20-minute Lecture – Intermediate

PRE-COMPUTED LIGHT CARVING INTO MESHES

Stephan Etienne

Friday 12:20-12:40pm • Room 3016, West Hall

Even though new console platforms offer increased memory capacity, memory continues to be a premium due to enhanced realism. This session introduces a novel technique used in place of lightmaps to reduce the amount of memory used to store pre-computed lighting while maintaining a similar visual quality. Pre-computed lighting is applied to a finely tesselated mesh. Finally, the mesh is simplified to reduce the number of vertices and preserve original features.

Lecture – All

PRESENTING *PLAYSTATION EDGE*: ADVANCED GRAPHICS TOOLS AND TECHNOLOGIES FOR PLAYSTATION 3 DEVELOPMENT

Mark Cerny, Vince Diesi, Jon Olick

Wednesday 2:30-3:30pm • Room 135, North Hall

Three first party technology teams within Sony – the WWS Europe Advanced Technology Group, WWS America ICE team, and WWS America Tools and Technology group – have combined to create EDGE, a set of cutting edge technologies for imminent release to all PlayStation 3 developers. Rather than an overarching engine, these teams have chosen to create specialized systems that demonstrate best practices of SPU and RSX utilization. A unique tool for RSX performance analysis, extensively used in the tuning of first party titles, is also presented.

Sponsored by Intel

PROFILING MULTITHREADED GAMES

Jon Story

Thursday 10:30-11:30am • Room 2012, West Hall

As we move forwards into the multi-core age, the diversity of machines that software needs to run on is expanding, thus great care needs to be taken in testing for performance and correctness of behavior. This session will cover some of the fundamental pitfalls of designing multi-threaded games and how these threading issues can be tracked using modern tools including the Intel VTune Performance Analyzer and the Intel Thread Profiler. A case study will feature a live demonstration of the tools and how the resulting data could be used to make improvements.

Panel – All

THE PROGRAMMERS CHALLENGE

Casey Muratori & Jeff Roberts

Thursday 7pm • Room 132, North Hall

The Programmer's Challenge is back for one more night of hilarious game industry humor. Come see your favorite programming personalities as they compete in the classic game show that's fun for game developers of all disciplines.

20-minuteLecture – Intermediate

PROJECTION MATRIX TRICKS

Eric Lengyel

Friday 12:20-12:40pm • Room 2009, West Hall

This session covers a variety of projection matrix modification techniques, such as depth coordinate tweaking and oblique near plane clipping, that add important tools free of rendering cost to a graphics programmer's bag of tricks.

Sponsored by Microsoft Xbox

RAPID-FIRE MATERIAL SYSTEMS WITH DIRECT3D 10

Sam Glassenberg

Thursday 2:30-3:30pm • Room 3004, West Hall

Direct3D 10 is designed from the ground up to empower you to blast way more unique objects, materials, and realistic clutter into your scene. Discover opportunities to get the best small batch performance and exploit the leap forward in shader programmability in shader model 4.0 to achieve a new level of visual diversity. Learn how to design massively-scalable Direct3D 10 material systems on the new platform. This talk will also examine how to leverage major advancements of the new Direct3D 10 Effects system to efficiently manage the building blocks of a material: shader code, device state, and material data. Grab the reins of DirectX 10 hardware and software to cram as much variety as possible into every frame!

Lecture – Intermediate

REAL-WORLD SPU USAGE

Chris Carty & Nicolas Serres

Thursday 4-5pm • Room 3010, West Hall

The SPUs are the power-house of the Cell processor in the PlayStation 3 allowing it to achieve unprecedented levels of performance, but the innovative multi-core architecture brings with it new design challenges to understand and address before this power can be leveraged. This session examines how Sony Worldwide Studios have attempted to harness this power in their games. The talk considers high, mid and low level questions covering topics such as selection of tasks to offload, sharing of SPUs, synchronisation, system architecture, memory layout, DMA efficiency and instruction optimisation – trying as much as possible to focus on concrete use cases rather than abstract theory.

This session is simultaneously translated

20-minute Lecture – All

REALTIME PHYSICALLY BASED SOUND SYNTHESIS FOR GAMES

Ming Lin & Nikunj Raghuvanshi

Friday 12:40-1pm • Room 3006, West Hall

This lecture focuses on using physically based principles to simulate realistic impact and rolling sounds of objects in a typical game environment in realtime. The approach described uses many perceptually based acceleration techniques, as a result of which it is capable of handling environments with up to a hundred sounding objects in realtime.

Lecture – Intermediate

RSX BEST PRACTICES

Mark Cerny, Jon Olick, David Simpson

Thursday 2:30-3:30pm • Room 3001, West Hall

During the runup to launch, Sony Worldwide Studios learned a great deal about creating high performance graphics applications on the Playstation 3. Much attention has already been devoted to shader programming, so this talk focuses instead on the other half of the equation; topics discussed will include the origin and usage of the libgcm API, algorithms for optimal use of the RSX vertex cache, and use of the CELL in tandem with the RSX including necessary synchronization techniques. This material has never been presented before in an open forum.

Lecture – Intermediate

SAINT'S ROW MULTIPROCESSING ARCHITECTURE

Randall Turner

Thursday 9-10am • Room 2009, West Hall

This lecture covers multiprocessor scheduler design and load balancing techniques in a real-world game development environment.

Lecture – Intermediate

THE SHADER DESIGN TOOL: RADICAL'S COLLABORATIVE APPROACH TO SHADER DEVELOPMENT

Simon Hatch & Neall Verheyde

Thursday 12-1pm • Room 2007, West Hall

This course will describe an approach to efficiently develop shaders for modern graphics hardware. The talk will focus on the Shader Design Tool, Radical's

graphical shader authoring environment that enables artists and graphics programmers to collaborate on shader development.

Lecture – All

SHARED TECHNOLOGY AT RARE: GOOD AND BAD

Tom Grove

Friday 4-5pm • Room 135, North Hall

This session describes how shared technology has evolved at Rare. The speaker presents a brief history of game development at Rare and describe how Rare has used shared technology – not always successfully – to meet the challenges of next-gen development.

Lecture – Intermediate

SKINNING WITH DUAL QUATERNIONS

Steven Collins & Ladislav Kavan

Friday 9-10am • Room 2009, West Hall

Classical quaternions are a well-established tool in game programming. This presentation reveals the potential of the more general dual quaternions. To demonstrate their power, we show how easily the infamous candy wrapper artifacts in character skinning can be solved with dual quaternions in under one hour of programming.

20-minute Lecture – Intermediate

SORT-INDEPENDENT ALPHA BLENDING

Houman Meshkin

Friday 12:20-12:40pm • Room 2024, West Hall

Alpha blending has always been a fundamental problem in computer graphics. For correct alpha blending, everything needs to be sorted to render from far to near. Sorting a complex scene can be very time consuming. This paper describes a solution which overcomes this problem. Using modern graphics hardware, we can achieve correct alpha blending without the need to sort.

20-minute Lecture – Intermediate

SPHERE MAPS WITH THE NEAR-EQUAL SOLID-ANGLE PROPERTY

Liang Wan & Tien-Tsin Wong

Friday 12-12:20pm • Room 2009, West Hall

This lecture introduces three sphere maps with the near-equal solid-angle property. In general, they could boost storage efficiency by sampling the sphere more evenly and may enable high computational efficiency by safely ignoring solid-angles. Furthermore, the three maps allow users to quickly locate sample points due to simple computation. In this presentation, we provide the mathematical details and the hardwired implementations, and finally discuss their pros and cons.

Roundtable – All

TECHNICAL ARTIST ROUNDTABLE

Jeff Hanna

Wednesday 9-10am • Room 125, North Hall
Thursday 4-5pm • Room 114, North Hall
Friday 12-1pm • Room 123, North Hall

This roundtable will be an animated group discussion about being an effective technical artist. Topics of discussion will include what skills a technical artist should possess, how the role differs from company to company, scripting content creation applications, shader development, asset management, and improving production pipelines.

Roundtable – Advanced

TECHNICAL ISSUES IN TOOLS DEVELOPMENT

John Walker

Wednesday 9-10am • Room 113, North Hall
Thursday 12-1pm • Room 124, North Hall
Friday 10:30-11:30am • Room 123, North Hall

This is the fourth year of the popular tool development best practices roundtables. Topics: language choices, methodologies, engine and GUI integration, scripting languages, extending or working with 3rd-party applications (e.g. Maya, Max), minimizing tool usage complexity, supporting middle-ware, and other topics from attendees.

Lecture – Advanced

THREE APPROACHES TO HALO-STYLE BEHAVIOR TREE AI

Friday 12-1pm • Room 3000, West Hall

This talk consists of three 20 minute lectures on approaches to the Behavior Tree AI technique, one from Bungie updating us on where they've taken the technique, one from High Moon on their visual interface to designing Behavior Trees, and one from Maxis on how the system has been implemented for SPORE.

Lecture – Intermediate

TR1: C++ ON THE MOVE

Pete Isensee

Wednesday 9-10am • Room 2007, West Hall

TR1 is Technical Report 1, a specification of new extensions proposed for the C++ standard library. If you're a game developer, there's lots of yummy goodness in TR1, including super-fast hashed containers and smart pointers. Once you throw in other tasty morsels like function objects, type traits and random number generation, TR1 is pretty hard to ignore. This talk covers the aspects of TR1 most relevant to game programming, providing examples and performance analysis.

Poster Session – Intermediate

TRUE IMPOSTERS

Eric Risser

Wednesday 1-2pm • 3rd Floor, West Hall

This poster session covers a new per-pixel displacement mapping technique which quickly renders a detailed 3D model from any viewing angle using only a billboard for the base geometry. Using this technique, hundreds of thousands of self shadowed, highly detailed models with per-pixel LOD can be rendered in real time.

Lecture – Advanced

UNDER THE COMPILER'S HOOD: SUPERCHARGE YOUR PLAYSTATION 3 CODE

Andy Thomason

Wednesday 4-5pm • Room 2024, West Hall

Writing good game code requires a working knowledge of compiler internals to avoid the many pitfalls that cause poor performance. It is no good asserting that "the compiler should have understood what I meant." Knowing how to communicate with an optimising compiler efficiently is essential. This knowledge is also useful to those who wish to create optimising scripting languages for their projects.

Sponsored by Solid State Networks

USING BITTORRENT FOR SOMETHING OTHER THAN PIRACY

Wednesday 4-5pm • Room 3018, West Hall

This lecture discusses peer assisted delivery solutions, with a focus on BitTorrent, and the advantages and disadvantages of deploying such a network. It will cover protocol and platform specifics including real world network behavior, with an emphasis on the unique requirements of game development.

Sponsored by Microsoft Xbox

XNA GAME STUDIO EXPRESS

Mitch Walker

Thursday 10:30-11:30am • Room 3002, West Hall

Building games for Windows and Xbox 360 has never been easier. With XNA Game Studio Express, hobbyist and casual game developers can see their visions come to light in a matter of minutes instead of months. Come see XNA Game Studio Express in action and learn how to take full advantage of this powerful framework and its associated development tools. This session will also provide a first look at some of the new features the XNA Game Studio team is working on.

This session is simultaneously translated

VISION TRACK

The Vision Track features creative artists from a range of cultural media, such as film, music, design, and games, who will discuss their visions of the future of interactive entertainment. The track is designed to provoke innovation among developers, and inspire you to create the breakthrough games that drive our industry forward.

Lecture – All

8 BIT: A DOCUMENTARY ABOUT ART AND VIDEO GAMES

Marcin Ramocki & Justin Strawhand

Friday 2:30-5pm • Room 132, North Hall

8 Bit is a hybrid documentary examining the influence of videogames on contemporary culture. A melange of rockumentary, art expose and culture-critical investigation, 8 Bit ties together seemingly disconnected phenomena like the 80s demoscene, chiptune music and contemporary artists using machinima and modified games.

Lecture – All

BEST PRACTICES TO HELP YOU TAKE CONTROL OF YOUR GAME DEVELOPMENT

Grady Booch

Friday 4-5pm • Room 3020, West Hall

CANCELLED

In game development, software complexity has reached a critical mass, the artistic element has spiked, and for both domains, reuse is minimal. The game community is experiencing issues that other software-intensive domains have passed through and will benefit from drawing upon best practices in defense, embedded, and enterprise systems to help you take control of your game development.

Lecture – All

CONSUMERS TO CREATORS: THE ROAD TO XNA GAME STUDIO EXPRESS

Boyd Multerer & Chris Satchell

Wednesday 12-1pm • Room 132, North Hall

XNA Game Studio Express marks a new direction for how Microsoft engages with the wider gaming eco-system and how it thinks about what consumers can do with their retail console. This talk examines the winding road that took XNA from a "vision" at GDC 04 to the release of XNA Game Studio Express in December 06. This is an inside look at the how and why of the decisions that shaped the current direction of the project and the lessons learned along the way. The talk draws parallels with efforts outside of Microsoft and outside the medium of gaming and looks as the results of the v1 launch against aspirations of the team. Finally the community reaction is examined and the potential implications for the closed console ecosystem.

Lecture – All

EATING SEOUL: THE ORPHANAGE FX WIZARDS GO BEHIND THE SCENES OF KOREA'S BLOCKBUSTER THE HOST

Webster Colcord & Corey Rosen

Wednesday 12-1pm • Room 2007, West Hall

Animation supervisor Webster Colcord and creature supervisor Corey Rosen from The Orphanage will be on hand to discuss and demonstrate some of the movie's effects. They will demonstrate how they generated high resolution 3D models, rigs, and animated performances from drawings and Korean pre-visualizations; how they polished the model with procedural muscle and facial animation systems; and how they brought the massive creature "to life" in 3 dimensions, interacting with "live action" performers on screen. Rosen and Colcord will further be discussing the state of computer animated visual effects in movies and television – what's hidden and what's not hidden in the process.

Panel – All

THE METAGAME: A BATTLE OF VIDEOGAME SMARTS

Jonathan Blow, Tracy Fullerton, Clint Hocking, Jesper Juul, Frank Lantz, Marc LeBlanc, Eric Zimmerman, Warren Spector

Friday 9-10am • Room 3020, West Hall

The Metagame combines a gameshow format with strategic competition and lively debate. Inspired by Herman Hesse's The Glass Bead Game, in the Metagame, six videogame sages compete in a battle of aesthetic analysis and critical connections.

Lecture – All

OUTSIDERS IN THE ENTERTAINMENT INDUSTRY

David Braben

Thursday 12-1pm • Room 3020, West Hall

This session uses THE OUTSIDER as an example of how we are trying to address each of these issues; funding, risk, creating game and film IP together, creating technology to span multiple games, realising the problems with "real" people, putting together large, detailed worlds in a cost-effective way.

Audio Keynote – All

PAINTING AN INTERACTIVE MUSICAL LANDSCAPE

Koji Kondo

Wednesday 4-5pm • Room 135, North Hall

During this in-depth session, Kondo illustrates how his method of composing interactive music is unique by dissecting various examples of sounds and music from the SUPER MARIO and LEGEND OF ZELDA series. Although the art and science of videogame music has changed dramatically during the last 20 years, his work has remained consistent and allows Nintendo's musical soundtracks to soar. Learn what inspires Kondo to create musical masterpieces as epic as the tales they accompany.

Lecture – All

THE SECRET GARDEN: MOBILE GAMES AND THE 4% ADDRESSABLE MARKET WHO LOVE THEM

John Szeder

Thursday 4-5pm • Room 3009, West Hall

This is an entry level talk for people who wish to understand the mobile games marketplace, where are the challenges, and where are the opportunities. The downloadable mobile games marketplace launched in north america in 2002. The largest player was acquired for $680M by EA, and many other companies are struggling to maintain traction. What is all the excitement about, and how can you participate?

This session is simultaneously translated

Explore the Amazing World of *Animation Magazine*!

In addition to the monthly print edition of our publication, we offer a rich variety of informative survival tools for today's complicated animation landscape:

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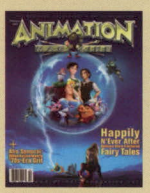
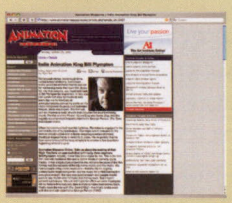


Animated People

Get up-close and personal with the fascinating people behind the toons in these monthly web-exclusive profiles.



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The best indie animated shorts from artists all over the world are only a mouse click away thanks to this quarterly online animation festival.

Market Specials

Our special global market previews will help you prepare for the important animation and vfx-related markets and special events, such as SIGGRAPH, MIPCOM, MIP-TV, Brand Licensing Show, Toy Fair, E3 and GDC.

VISUAL ARTS TRACK

The Visual Arts Track is designed to provide specific, practical knowledge in taking game art in new directions. Go step-by-step through the latest tools and techniques in longer format classes.

Lecture – Intermediate

4D IN ZERO SPACE: LIVING GAMES WITH PROCEDURAL TEXTURES

Sebastien Deguy

Thursday 4-5pm • Room 3007, West Hall

During this session, Deguy explores the possibilities offered by the most advanced procedural texturing techniques to add one dimension to 3D games: time. All of that in zero space, thanks to the procedural nature of the trick.

Lecture – Intermediate

ADAPTING DIGITAL CINEMATOGRAPHY TECHNIQUES FOR GAME DEVELOPMENT

Jerry O'Flaherty

Wednesday 2:30-3:30pm • Room 3010, West Hall

It's now possible to use in-game assets, and in-game tools, to create cinematics that rival pre-rendered quality. As the visual bar raises, so does the need to adapt the most compelling techniques of digital cinema to games. Using Gears of War as a driving example, this session discusses the control and power that in-engine tools with non-linear editing capabilities can give the director, cinematographer and editor in creating effective cinematics.

Lecture – Advanced

ART DEPARTMENT CONFIDENTIAL

Seth Spaulding

Thursday 9-10am • Room 3000, West Hall

This session covers the nuts and bolts of Art Department management for game developers. From setting up a department for a start-up to managing growth in a large company, this session covers the essential tools needed for building an effective and motivated group of artists.

20-minute Lectures – All

ART DIRECTION VISION: DEFINING, COMMUNICATING, AND DELIVERING IT

Moby Francke, Ocean Quigley, Justin Thavirat

Friday 12-1pm • Room 3010, West Hall

Art directors from three high profile next generation titles share their best practices and lessons learned.

Lecture – All

ATHLETIC PERFORMANCE: INTELLIGENT BELIEVABLE CHARACTERS

Eric Armstrong & Henry LaBounta

Wednesday 12-1pm • Room 3010, West Hall

Examples of game footage and live action footage will be compared to illustrate the challenges of achieving believable character motion in games. Live demos of proprietary software using new inverse kinematics and AI driven procedural animation techniques will show how Electronic Arts is achieving more life-like organic motion and improved gameplay in their sports titles.

2-hour Lecture – Intermediate

AUTODESK 3DS MAX AND AUTODESK MAYA: ADVANCED ANIMATION TECHNIQUES

Tony Lewellen

Friday 10:30-12:30pm • Room 3009, West Hall

This session covers the primary advanced character animation techniques across Autodesk software, detailing the pros and cons of each approach. It will then cover advanced production techniques in 3ds Max and Maya as well as new pipelines and techniques available when integrating Autodesk MotionBuilder.

2-hour Lecture – Intermediate

AUTODESK 3DS MAX AND AUTODESK MAYA: ADVANCED TOOL WRITING FOR TECHNICAL DIRECTORS

Jeff Hanna & Randy Stebbing

Wednesday 2:30-4:30pm • Room 132, North Hall

The first hour of this presentation will focus on advanced tool writing using Autodesk Maya and will cover setting up a workable MEL script development environment, distribution and installation for large number of users, debugging scripts and other topics using real world MEL script examples. The second hour will focus on advanced tool writing using Autodesk 3ds Max and will cover writing tools using MAXScript vs Plugins, the MAXScript editor and Listener and other topics.

Lecture – Intermediate

AUTODESK 3DS MAX TIPS AND TRICKS FOR NEXT-GENERATION GAME DEVELOPERS

Shane Griffith

Thursday 2:30-3:30pm • Room 3007, West Hall

The difference between a good artist and a power user is often the tips and tricks that are being applied. Learn to harness significant power from the new features in Autodesk 3ds Max 9 software. Find out first-hand where the best speed improvements can be gained and what the optimal pipeline looks like for working with complex data. Discover the latest tips and tricks used by leading game development studios. If you are an artist using 3ds Max as your primary application, this session is not to be missed!

Lecture – Intermediate

AUTODESK MAYA TIPS AND TRICKS FOR NEXT-GENERATION GAME DEVELOPERS

Lee Fraser

Thursday 9-10am • Room 3007, West Hall

This session will focus on valuable tips and tricks that artists can use everyday to improve their efficiency in working with Autodesk Maya. The presenter will cover techniques used by leading game developers in their production pipelines as well as new features and bonus tools from the most recent version of Maya. Focus will be placed on the needs of next-generation developers with complex data sets. Even artists that have been using Maya for years will gain from attending this information packed session.

Sponsored by Autodesk

AUTODESK® 3DS MAX® 9:TECHNIQUES AND STRATEGIES FOR REAL-TIME SHADERS

Neil Hazzard

Friday 10:30-11:30am • Room 2012, West Hall

This session will focus on best work practices when building and editing real-time shaders using Autodesk 3ds Max 9. Shaders will be tackled from the perspective of the artist as well as the programmer. Techniques will be shown that empower the artist to develop and modify shader materials without the assistance of programmers. A technical overview of pipelines will be covered to assist programmers in developing the best integration of their own shaders into 3ds Max 9. The session is appropriate for both programmers and artists.

Sponsored by Autodesk

AUTODESK® 3DS MAX® AND MOTIONBUILDER®: SUPER CHARGE YOUR ANIMATION PIPELINE

Marc Beaudoin

Thursday 2:30-3:30pm • Room 3002, West Hall

Integrate Autodesk MotionBuilder into an existing Autodesk 3ds Max animation pipeline. This session will show you how. The presenter will cover integration from both Biped and custom rigs. Attendees will learn how to prepare and export their characters, props and sets as FBX assets, set up their characters in MotionBuilder, animate their character in real-time and return the animation onto their existing model in 3ds Max. This course is intended for 3ds Max animators using Biped and custom skeleton setups, 3ds Max Technical Directors and anyone who wishes a deep dive of how Motion Builder integrates into an existing pipeline.

Sponsored by Autodesk

AUTODESK® FBX®: AN OVERVIEW

Luc Laprise

Thursday 4-5pm • Room 3002, West Hall

This session is a technical overview and deep dive for developers interested in supporting the FBX file format via the FBX SDK. Learn vital best practices to get your application reading and writing the FBX format as fast as possible. This session is intended for developers of content creation tools, game engines or any other applications seeking to support the most widely used 3D format in the industry, FBX. A representative from Microsoft will also be on-hand to discuss the FBX implementation into XNA.

Sponsored by Autodesk

AUTODESK® MAYA®: KEY TECHNICAL FEATURES FOR NEXT-GENERATION GAME DEVELOPERS

Steven Roselle

Friday 12-1pm • Room 2012, West Hall

This session will focus on best work practices when using Autodesk Maya as a foundational tool for game development. Presented as a technical session, this talk will allow you to unlock deeper areas of Maya than ever before. You will gain new insight on game-specific features that will allow you to create a more efficient pipeline. Focus will be placed on hardware shader support issues, copy skin weights and other features from the newest release of Maya. This session is appropriate for both programmers and technical directors.

Sponsored by Autodesk

AUTODESK® MOTIONBUILDER®: ADVANCED SETUPS FOR MOTION EDITING

Brett Ineson

Friday 2:30-3:30pm • Room 2012, West Hall

This course covers the process of creating advanced character control rig setups in Autodesk MotionBuilder for motion editing. Topics covered will be custom control rig setups with Auxiliary Pivots and Handles, custom control rig hierarchies, using relation constraints with the character control rig, integrating props and advanced re-targeting setups. This course is intended for intermediate to advanced MotionBuilder users, and anyone wishing to see the advanced capabilities of MotionBuilder's motion editing setups.

Sponsored by Havok

BRIDGING THE CREATIVE VOID: COMPOSING CHARACTER PERFORMANCES WITH THE HAVOK BEHAVIOR TOOL

Jeff Yates

Wednesday 10:30-11:30am • Room 3011, West Hall

Get a first-time look at Havok's upcoming release of Havok Behavior, demonstrating how the Havok Behavior Tool can accelerate composition of sophisticated behaviors, and provide a common ground for reviewing and testing interactive character performances on the full range of Havok-supported game platforms.

Lecture – Intermediate

CINEMATIC GAME DESIGN II: STORYTELLING

Richard Rouse III & Marty Stoltz

Wednesday 4-5pm • Room 3009, West Hall

This session analyzes how specific films use sophisticated cinematic techniques to tell stories, then gives concrete examples of how these same techniques can be applied to gameplay.

Lecture – Intermediate

THE CREATION OF SAINTS ROW'S OPEN WORLD CITYSCAPE: STILWATER

Jason Hayes & Kenny Thompson

Thursday 2:30-3:30pm • Room 131, North Hall

This lecture will walk attendees through the process that Volition went through to create the open world city that SAINTS ROW takes place in.

Lecture – All

CROSS APPLICATION ASSET CREATION FOR LAIR: FROM CHARACTERS TO CLOUDS

Mark Teare

Friday 9-10am • Room 135, North Hall

During Factor 5's most recent project LAIR, the transition to next-gen brought with it many new challenges in asset creation. This course will cover using all the tools an artist has to creatively and efficiently solve these problems and develop new asset specific workflows that can be integrated into the pipeline.

90-minute Lecture – Advanced

EVOLVE: CHARACTER PIPELINE ADVANCES FOR NEXT-GEN TITLES

Christopher Evans & Hanno Hagedorn

Thursday 4-6pm • Room 2024, West Hall

Recent advances in technology allow for unprecedented realism in games. The presenters discuss problems they encountered bringing next-gen characters to life, and offer a look into some of the character technology that drives Crytek's CRYENGINE2.

Lecture – All

FINAL FANTASY XII POSTMORTEM

Taku Murata

Thursday 12-1pm • Room 135, North Hall

FINAL FANTASY XII, which has shipped over 4 million units in Japan and North America since its Japanese release on March 16, 2006, is the latest installment of the world renowned FINAL FANTASY franchise which has sold more than 70 million units worldwide. Taku Murata, supervisor of FINAL FANTASY XII, and the other core members of its development team will give the lecture on the learning from the development of the title. Taku will talk about the challenges he faced in development process. He will touch upon technical challenges to realize this quality graphics introducing tools created during the development of this title; effect tool, motion tool, and stage editors. Audience can expect to see a glimpse of the long kept secret of FINAL FANTASY development.

Lecture – Intermediate

FROM THE FRONTLINE OF OUTSOURCING: THE LESSONS NEVER END

Kristine Coco

Thursday 5:30-6:30pm • Room 3010, West Hall

Building on last year's lecture, "We Learned the Hard Way So You Don't Have To: How to Outsource Art Successfully," this lecture will present specific solutions Midway has employed to manage art outsourcing, and critiques of what worked, what didn't, and why.

This session is simultaneously translated

20-minute Lecture – Intermediate

HAIR STYLING: A TEENAGER'S DREAM, AN ARTIST'S NIGHTMARE

Peter Woytiuk

Friday 12-12:20pm • Room 3016, West Hall

Creating good looking beards and hair is difficult and time-consuming; with the increased fidelity of next-gen hardware flaws in hair models are readily apparent. This session presents tricks and tips for creating a suite of hair tools that enables the creation of various hair styles while keeping turn-around time for the artist to a minimum.

Lecture – Intermediate

HIGH-DEF OUTDOOR ENVIRONMENTS

Michael Khaimzon

Wednesday 4-5pm • Room 3007, West Hall

This session reviews the creation of Crysis and addresses the tools and technology needed to make the environments what they are today.

Lecture – All

INTERACTIVE CINEMATOGRAPHY

Thiery Adam

Wednesday 9-10am • Room 3010, West Hall

Film has developed a set of camera rules and influences that have become the language of cinematography. For some reason, its wealth is largely unapplied to the camera in video games. This lecture is about learning from other mediums and figuring out how to go beyond with interactivity's possibilities.

Sponsored by Intel

KEEPING UP WITH TECHNOLOGY ADVANCEMENTS IN GAME DEVELOPMENT

Alexandre Jean Claude

Thursday 4-5pm • Room 3011, West Hall

Join Softimage power users and developers for an overview of game development technologies in SOFTIMAGE|XSI. You'll find out how game companies can use XSI to develop realtime shaders, take advantage of physics acceleration, program for DirectX 10, and export to a game engine.

Roundtable – Intermediate

LEAD ARTISTS/ART DIRECTORS ROUNDTABLE

Seth Spaulding

Wednesday 2:30-3:30pm • Room 110, North Hall
Thursday 5:30-6:30pm • Room 114, North Hall
Friday 2:30-3:30pm • Room 114, North Hall

Visual arts managers from around the industry discuss common challenges and offer solutions. Topics include: pre-production resources, scheduling demons, tools, reviews, production pipelines, and studio development. Participants are exposed to current issues facing the industry and come away armed with solutions to tackle the challenges of their own studios.

Lecture – Intermediate

LEAPING ACROSS THE UNCANNY VALLEY WITH UNIVERSAL CAPTURE (UCAP): FROM *THE MATRIX* FILMS TO REAL-TIME INTERACTIVE APPLICATIONS

George Borshukov

Friday 2:30-3:30pm • Room 3020, West Hall

Universal Capture (UCap) was the facial capture technique that made possible certain landmark achievements in film visual effects namely the digital humans in *The Matrix* films. The approach allows to "leap across" the Uncanny Valley while offering enough flexibility to manipulate and create unique visual experiences. This will be demonstrated by showing the evolution of the technique from its non-interactive film applications to the real-time results of the Fight Night Round 3 concept demo (E3 2005) and the fully interactive results of the Tiger Woods tech demo (E3 2006). The talk will cover both artistic and technical aspects of the Playable Universal Capture technology which can currently be seen in Tiger Woods PGA Tour 07 and NFS: Carbon.

Lecture – All

THE LOOK OF Viva Piñata: A DETAILED TOUR OF THE GRAPHICS ENGINE

Michael Boulton

Thursday 9-10am • Room 131, North Hall

This talk will provide a thorough overview of all aspects of the graphics engine exclusively designed for Viva Piñata on the Xbox 360. Topics such as how the shaders were designed to achieve the look of the game, the lighting and shadowing system, and how advanced features such as edge-based tessellation were used to achieve high framerates are discussed in detail. The author also touches upon areas for future improvement, and how existing methods can be generalised to promote the use of large-scale displacement maps and general lighting algorithms in a non-deferred framework.

Lecture – All

LUCASARTS: TRUE NEXT GENERATION GAMEPLAY ISN'T JUST ABOUT PRETTY GRAPHICS

Haden Blackman & Denny Thorley

Thursday 9-10am • Room 3020, West Hall

LucasArts is determined to lead the way into the next-gen console gaming renaissance by focusing on true gameplay innovation. While higher polygons and sophisticated shader technologies are important, offering gameplay experiences that simply were not available in the previous console generation are paramount and will truly drive the industry forward. Haden Blackman, Project Lead for LucasArts' first next-generation Star Wars title and Denny Thorley, President of Day One Studios (which is developing an unannounced next-generation title for LucasArts) will discuss gameplay innovations in each title, made possible by Digital Molecular Matter from Pixelux, euphoria from NaturalMotion, and internally developed technologies at LucasArts, Industrial Light and Magic, and Day One Studios.

Lecture – All

MERGING ART AND MARKETING: A LOOK INSIDE THE Gears of War VISUAL MARKETING EFFORT

Tim Dean

Wednesday 9-10am • Room 131, North Hall

Gears of War has been designed from the onset as a blockbuster franchise, as such artists have had to drastically increase the support for marketing. We'll examine the impact on the art team, removing traditional game marketing boundaries and working with companies like Digital Domain to meet the new challenges and opportunities.

Lecture – All

MORE THAN JUST A PRETTY MAP – CREATING NEXT-GENERATION MATERIALS FOR Lair

Matthias Worch

Wednesday 9-10am • Room 3007, West Hall

Next generation materials are more than just an accumulation of color and normal maps. Join us as we take an in-depth look at the techniques that Factor 5 used to bring Lair's materials to life.

Lecture – Intermediate

MotoGP'06 FOR XBOX 360: A POST-MORTEM OF OUR NEXT-GEN TOOL CHAIN

David Jefferies & Tom Williams

Thursday 12-1pm • Room 131, North Hall

Taking MotoGP'06 as a case study we look at the development of Tomcat, our next-gen tools framework, and the role that it played in the success of the project. This session explores the benefits and risks of developing your own proprietary texturing and modelling package over using popular alternatives such as Max or Maya.

Lecture – All

MYRRH AND COMMONSENSE: RANDOM AFTERTHOUGHTS ON ART DIRECTING A GAME OF FANTASY

Daniel Dociu

Friday 9-10am • Room 131, North Hall

You've been assigned the task of building, growing and leading (preferably by example) an art team. You are fully aware that your choices will be shaping the cultural landscape of your company. Your business model calls for generous content yet aggressive timelines. It is an empowering yet overwhelming prospect. Where to go from here?

Lecture – Intermediate

NEXT-GEN USER INTERFACE: WHAT DOES IT LOOK LIKE TO YOU?

Aaron LeMay

Friday 2:30-3:30pm • Room 3009, West Hall

In this lecture, we'll take a look at the Xbox 360's current titles, upcoming releases, and what lies just beyond the horizon for next-gen user interface, then the design trends outside our industry and how they can help us break free of our current-gen assumptions.

Lecture – All

NEXT-GENERATION FACIAL RIGGING: DEVELOPMENT OF AN INFINITE POSE COMBINATION FACIAL SYSTEM

Judd Simantov

Wednesday 2:30-3:30pm • Room 131, North Hall

Believability of characters as well as the expectations for them to convey real emotion has become increasingly important. Through the use of Naughty Dog's Infinite Pose Combination Facial System I will guide you through the theory and practice that has allowed us to take our character's faces to the next level. I will also cover some advanced techniques that add an extra layer of subtle complexity that is often overlooked, but keeps things looking more alive.

Sponsored by Image Metrics

PERFORMANCE DRIVEN FACIAL ANIMATION

David Barton, Kelvin Duckett, Nicholas Perrett

Wednesday 9-10am • Room 3011, West Hall

Image Metrics discuss their experiences providing facial animation on over 20 interactive products and explore new developments that enhance the believability of real-time character performance for PS3 and Xbox 360. Image Metrics video game clients include Activision, Capcom, Eidos, Electronic Arts, Konami, Nintendo, Rockstar, 2K Sports, Sony, THQ and Vivendi Games.

Sponsored by AMD

PERFORMANCE PROFILING WITH AMD GPUS TOOLS: A CASE STUDY ABSTRACT

Holger Gruen

Wednesday 12-1pm • Room 3002, West Hall

This talk shows a case study of how to use AMD GPU tools on live 3D applications to improve performance. The latest version of AMD GPU PerfStudio will be used to identify major bottlenecks while Microsoft PIX and AMD GPU Shader Analyzer are used to drill down to the root of the problems. Several optimization strategies will be discussed to resolve the bottlenecks.

Sponsored by Mova

REAL-TIME PHOTOREAL MOTION CAPTURE WITH CONTOUR

Steve Perlman

Thursday 9-10am • Room 3004, West Hall

Mova™ will demonstrate its latest advances in markerless, real-time facial, cloth and body surface capture using the Contour™ Reality Capturesystem. Contour delivers non-proprietary data with unprecedented realism, providing full creative control at every stage of production. Mova's clients include Electronic Arts, Digital Domain, Vivendi Universal and Stormfront Studios.

Lecture – Intermediate

RE-THINKING THE VISUAL PIPELINE FOR NEXT-GEN GAMES

Alexandre Amancio

Thursday 5:30-6:30pm • Room 3007, West Hall

This lecture focuses on emerging visual development techniques for next generation games. It is separated into two tiers. The first will introduce attendees to a modeling technique that should dramatically speed up the creation of detailed models that can then be used to generate normal maps for their in-game assets. The second focuses on the use of sophisticated in-game shaders to dramatically increase the visual quality and variety of the game world and its characters.

Lecture – Intermediate

THE SHADER DESIGN TOOL: RADICAL'S COLLABORATIVE APPROACH TO SHADER DEVELOPMENT

Simon Hatch & Neall Verheyde

Thursday 12-1pm • Room 2007, West Hall

This course will describe an approach to efficiently develop shaders for modern graphics hardware. The talk will focus on the Shader Design Tool, Radical's graphical shader authoring environment that enables artists and graphics programmers to collaborate on shader development.

Lecture – Advanced

TECH ART DRIVEN SHADER PIPELINES IN 3DS MAX

Raymond Stewart

Wednesday 12-1pm • Room 3007, West Hall

This lecture takes a 3ds Max 8 centric look at the unique requirements, facilities, and gaps confronted by technical artists tasked with building shader pipelines for next-gen game titles.

Roundtable – All

TECHNICAL ARTIST ROUNDTABLE

Jeff Hanna

Wednesday 9-10am • Room 125, North Hall
Thursday 4-5pm • Room 114, North Hall
Friday 12-1pm • Room 123, North Hall

This roundtable will be an animated group discussion about being an effective technical artist. Topics of discussion will include what skills a technical artist should possess, how the role differs from company to company, scripting content creation applications, shader development, asset management, and improving production pipelines.

Laurent M. Abecassis
Laurent has been working with 3ds Max since 3D Studio R3 under DOS on various character projects, including Videogames, TV Series, Movie Visual Effects, Motion Capture Performances, etc. He has been working with many major production studios such as Microids, Fly Studio, Production Pascal and Digital Dimension. **VA: (206) Autodesk 3ds Max 9: Advanced Techniques for Next-gen Pipelines**

Mike Abel
PG: Game Optimization on Intel Graphics with Windows Vista: Case Study

Thiery Adam
Thiery is currently game designer for Ubisoft Montreal. Previous titles include Star Wars Lethal Alliance and Far Cry Instincts. He also teaches architecture for level design for Matane College. Studies include a college specialization in Comics, an undergraduate degree in Film Animation and an in-progress master's in Project Management. **GD: Interactive Cinematography**

Ernest Adams
Ernest is a freelance game designer, writer, and teacher, working with the International Hobo Design Group. In the game industry since 1989, he is the author of two books, *Andrew Rollings and Ernest Adams on Game Design* and *Break Into the Game Industry: How to Get a Job Making Videogames*. He is the founder of the IGDA and a frequent lecturer at the GDC. **GD: Game Accessibility Arcade; GD: Rethinking Challenges in Games and Stories; IGDA: Accessibility Idol: Season Finale!**

Peter Ahnegård
Peter, partner manager, joined Sony Ericsson in March 2004. Peter is a part of the Developer Program and his main responsibility is the relationship to 3rd party application developers who focus on Java games. The aim is to extend the partner network of Sony Ericsson Developer World by building relations and contracting application developers on a global scale. **Mobile: 3D & PG: So You Want To Get Preloaded**

Jason Akel
Jason, formerly a marketing executive at Trymedia Systems, now provides marketing and business development consulting services to the games industry. Jason develops and manages for clients the strategy and execution of large consumer direct, affiliate and on/offline advertising programs. He also works with content creators and service providers to create strategic partnerships. **IGDA: Casual Game Developers Group Gathering**

Christian Allen
Christian is a game designer at Red Storm Entertainment and has worked on several Tom Clancy titles, focusing on the Ghost Recon franchise. His latest released project is the bestselling Tom Clancy's Ghost Recon Advanced Warfighter for the Xbox 360. He is currently finishing up work as creative director on Tom Clancy's Ghost Recon Advanced Warfighter 2, and working on one unannounced title. **PD: Map Prototype Process: Creating Fun Gameplay Spaces While Minimizing Risks**

Matt Allen
An early adopter of the computer as a tool for visual communication, Matt began working with multimedia while at the University of Michigan School of Art & Design. After college, Matt freelanced in the comic book industry, working with companies as alternative as Kitchen Sink and as mainstream as DC Comics. Matt joined Monolith as 2D Concept Artist, and then moved into 3D art, animation, and design. **GD: Creating and Extending Original Franchises**

Alexandre Amancio
Alex works at Ubisoft's Montreal studio as an art director since early 2005. He began his career 10 years ago in the world of professional military aircraft simulators where he worked for clients such as the USAF and NATO. He then migrated to the videogame industry where he led the art teams on projects such as Tennis Masters Series 2002, Knights Apprentice: Memorick Adventures and the unreleased Dracula: Crimson genesis. **VA: Re-thinking the Visual Pipeline for Next-Gen Games**

Bill Anderson
Bill is the executive producer of Novint's Game Development Group, which is developing original touch-enabled games, the first of which is called Newton's Monkey Business. Bill has over six years of haptic programming experience and over two years game development experience. He has worked in the field of haptics at Sandia National Laboratories, and has led a project to create haptic medical simulation tools in conjunction with the University of New Mexico Hospital. **GD: Novint Falcon: Adding realistic 3D touch into your games**

Tom Anderson
Prior to starting Novint, Tom was an inventor and principal investigator at Sandia National Laboratories where he developed some of the first 3D touch applications in the world. In 2000 he founded Novint, licensing over five years of Sandia's groundbreaking research. Focused initially on professional applications, he assembled a world class team and built a significant portfolio of intellectual property and patents, positioning the company to successfully enter the consumer market. **GD: Novint Falcon: Adding realistic 3D touch into your games**

Johan Andersson
Johan is a self-taught senior software engineer/architect in the central technology group at DICE. For the past seven years he has been working on the rendering and core engine systems for Battlefield 1942 (PC), RalliSport Challenge (Xbox), RalliSport Challenge 2 (Xbox) and Battlefield 2 (PC). **PG: Frostbite Rendering Architecture and Real-Time Procedural Shading and Texturing Techniques**

Gillian Andrews
Gillian is a second-year doctoral student in communications and education at Teachers College, Columbia University, and a member of the EGGPLANT games research group. She received her B.A. from Hampshire College in journalism and the social sciences. Prior to attending Teachers College, she worked for New York and Massachusetts nonprofits supporting grassroots media and economic justice. **SGS: LIT: Serious Games: A Preparation for Future Learning Approach**

Eiji Aonuma
Eiji was director of the critical and commercial success The Legend of Zelda: Twilight Princess for Wii. Aonuma joined Nintendo in 1988 and quickly established himself as a leader. Aonuma's past work includes the Nintendo GameCube game The Legend of Zelda: The Wind Waker; and Nintendo 64 games like The Legend of Zelda: Majora's Mask and The Legend of Zelda: Ocarina of Time. **GD: Reflections of Zelda**

E. Daniel Arey
E. Daniel is the Creative Director of Naughty Dog studios. As a writer, director, and senior designer with over 14 years of experience, Dan has worked with publishers ranging from Electronic Arts, Accolade, Sega of America, Crystal Dynamics, and Sony. Dan has been involved in the design of a number of multimillion selling titles including Jak 3, Jak II, Jak and Daxter: The Precursor Legacy, Crash Team Racing, Crash 3: Warped, Crash Bandicoot 2, Gex: Enter the Gecko, and Gex 3DO. **GD: (101) Interactive Storytelling Boot Camp**

Joe Ariganello
Mobile: GD: Mobile Game Innovation Hunt

Okan Arikan
Okan is an assistant professor at University of Texas, Austin. He received his Ph.D. from the University of California, Berkeley. His primary research interests are character animation, modeling and rendering. He received his MS in Computer Science for his work on scalable simulation and simulation culling. He presented his work on motion synthesis at ACM SIGGRAPH and SCA. **PG: Motion Capture Compression**

Eric Armstrong
Eric began his nearly 20 year career working on several animated TV series before moving to film. Honing his skills with companies such as Industrial Light and Magic, Sony Pictures Imageworks and Dream Works Feature Animation, Eric has contributed to over 10 feature films. His credits include *Stuart Little 1* & *Harry Potter and the Sorcerer's Stone*, *Hollow Man*, *Jurassic Park*, and *The Flintstones*. Eric then joined EA Canada. **VA: Athletic Performance: Intelligent Believable Characters**

Tom Arundel
Thomas was one of the three students who founded Introversion and is responsible for Introversion's commercial activities. From the days of burning twenty Uplink CD's an hour to signing Introversion's products to next generation platforms, Thomas has been Introversion's ears and eyes as to what's happening in the world of independent game development and publishing. He is currently heavily involved in preparing the launch of Introversion's third title Defcon. **IGDA: Indie Developers Group Gathering; PD: After the Party: Introversion Software One Year on from IGF 2006**

Simon Ashby
As product director and demo artist at Audiokinetic, Simon is responsible for the development of Wwise. Prior to joining Audiokinetic in 2003, Ashby worked as a senior sound and game designer on several games and adaptations. In addition to his work in game production, Ashby's experience composing music for television, theatre, and other live performances makes him a vital part of the Audiokinetic team. **AU: (302) Audio Boot Camp**

Scott Austin
Scott is responsible for the MSN Games business. He has led the team to an increase their focus on the consumer and building scalable technology. His roles have been varied and include MSN Shopping, international and operations. Before joining Microsoft, Scott worked in IT management. **BM: Givin' it Away and Getting Paid For It: How Casual Games Developers Can Share Advertising Revenue on Free Games**

Chris Avellone
Chris is chief creative officer/lead designer at Obsidian Entertainment, Inc. **BM: PC Gaming in an Age of Connected Consoles**

Kevin Bachus
Kevin currently serves as the CEO of development powerhouse Nival Interactive, but is probably best known as one of the original creators of the Xbox and its first director of third-party relations. Prior to joining Nival, Kevin was president and CEO of Infinium Labs, and prior to that co-founded Capital Entertainment Group, the industry's first independent production company. **BM: Adventures in Fundraising: Lessons Learned on the Cutting Edge of Capital**

John Baez
John began his career in the videogame industry in 1996. In 2003, after years of working in the trenches as a 3D artist, he co-founded maverick console game developer the Behemoth. The studio's debut game Alien Hominid received many awards and much critical acclaim. At the Behemoth, John is in charge of day to day operations and is the producer on Alien Hominid and Castle Crashers. He is also a licensed architect in California. **GD: (304) Independent Games Summit**

Clint Bajakian
Clint is senior music supervisor at Sony Computer Entertainment America and has supervised music on

numerous PlayStation 2, PlayStation 3 and PSP titles including God of War. He holds a double-B.A. in classical guitar performance and music theory from The New England Conservatory and an M.A. in music composition from The University of Michigan. **AU: Music: Design, Production and Implementation**

Bill Baker

Bill is a programmer who works on NSF-funded scientific computing, especially security integration. He owes his ability to program to the primitive games of the early eighties; they were fun, but not engaging enough to keep him constantly occupied, so he learned BASIC on the Apple II's and IBM PCs that were available at the time. He likes casual games that make you think, and that have broad appeal; in other words, he would like to write a game that an eight-year-old would enjoy, but not get addicted to. **PG: Easy Multi-language Development and Cheat Detection With Google Web Toolkit**

Ritesh Banglani

Ritesh is the product manager for Director and Shockwave at Adobe Systems. Ritesh previously managed the mobile games business at July Systems. He is an avid gamer himself, and is the undisputed Age of Empires champion in his household. **BM: Challenges for New Game Developers**

Tom Baranowski

Tom, Ph.D., is Professor of Pediatrics and leader of the Behavioral Nutrition group, with the USDA funded Children's Nutrition Research Center, Department of Pediatrics, Baylor College of Medicine, Houston. Tom received his undergraduate degree in Politics from Princeton University ('68) and his masters ('70) and doctorate ('74) in Social Psychology from the University of Kansas. Tom is principle investigator for five currently funded grants and co-investigator on six other funded projects. **SGS: LIT: Behavioral Theory in the Design of Serious Games**

Dan Bardino

Dan is audio manager at Sony Computer Entertainment Europe's London studio. In the last five years at Sony has worked on over 20 titles including: Singstar, EyeToy, The Getaway, World Tour Soccer and Gran Tourismo. Dan is currently working on titles for PS2, PSP and PS3 as well as overseeing SCEE's Audio Prototypes Group. His background is in music composition for TV, short film and adverts. **AU: (302) Audio Boot Camp; AU: Audio Production: Ideas for the Next Generation...What Next?**

Bret Barker

Bret leads the server-side architecture for iWin Inc., including web application and game server development. In 2004, Bret authored the multiplayer games chapter for the book *Developing Games in Java*. During the original dotcom boom, Bret was co-founder and CTO of Gamelet.com, a producer of branded single and multiplayer online games featured on the sites of clients such as Nike, Microsoft, Disney, and Snapple. **PG: Feud No More: Learning to Love the Hybrid Web/Download Casual Game**

David Barton

Deeply involved in managing the pre-production processes in the application of Image Metrics' performance capture technology, Barton is responsible for bringing all the pieces of a successful project together. From finding the right animators, technicians and riggers, to using his extensive experience in the animation of digital characters, Barton is integral to the production of Image Metrics' client work. **VA: Performance Driven Facial Animation (Sponsored by Image Metrics)**

Hal Barwood

Hal was a project leader at LucasArts for more than 10 years, designing, writing and directing a number of story-game titles, including Indiana Jones and The Fate of the Atlantis, a PC adventure game, Big Sky Trooper, a Super Nintendo RPG, Indiana Jones and the Infernal Machine, a real-time 3D action-adventure, and RTX Red Rock, a character-action title for PS2. **GD: (101) Interactive Storytelling Boot Camp**

Chris Bateman

Chris is managing director of International Hobo, a specialist company in the field of market-oriented game design and narrative. He has worked in game design and writing for over a decade, originally with tabletop role playing games, and later in computer entertainment after completing a masters degree in Artificial Intelligence/Cognitive Science. Chris sits on the executive panel of the IGDA Game Writers Special Interest Group. **IGDA: Writers Group Gathering**

Michael Bayne

Michael is a founder and CTO of Three Rings, a San Francisco developer and operator of multiplayer online games for the mass-market casual audience. Puzzle Pirates and Bang! Howdy are Three Rings titles. Prior to Three Rings, Michael was a founder of go2net.com (now Infospace.com), and among myriad other web properties, created playsite.com, an early entrant in the casual games space. **GD: Pirates vs. Cowboys vs... Ninjas? MetaSOY and Player-Created Content**

Zak Belica

As an in-house audio director, composer and sound designer, Zak has worked on 12 published PC and console games. With nine years of experience creating exciting audio experiences for games, Zak has been striving to elevate all levels of game audio and music. He will speak about the second game theme song he has created during his career, *What's The World Come To*. **AU: Theme Song: Make Your Soundtrack Stand Out**

Matthew Bellows

See GDC Mobile Advisory Board page 25. **Mobile: GD: Mobile Game Innovation Hunt**

Nicolas Beraudo

Nicolas is senior director of Licensing at Glu Mobile. **Mobile: DD: The Golden Nickel: Moving Beyond 5% Market Share**

Michael Bergen

Michael has been actively working with developers in handheld and mobile gaming for over six years. He joined Nokia in 2005 to bring his extensive experience to Forum Nokia, Nokia's developer relations program. He is responsible for leading the Games Segment in the Americas for Forum Nokia PRO. **Mobile: GD: Developing Next Generation Mobile Content for Nokia Platforms**

Daniel Bernstein

Daniel founded Sandlot Games and has served as president and CEO since its inception in 2002. He has over 10 years of content strategy, game development, publishing and production-related experience having successfully launched over 20 game titles with Kesmai Studios, Monolith Productions and WildTangent. Prior to starting Sandlot Games, he held the position of director of product strategy at WildTangent, where he devised and executed a successful online fee-based games business. **GD: (109) Casual Games Summit 101**

Erik Bethke

Erik is the founder of GoPets and currently resides in Seoul. He has been developing games for over 12 years. Previously, he was responsible for overall corporate operations, leading design and business development. Starfleet Command real-time tactical starship simulator one of Taldren's projects. He acted as the lead designer and producer/executive producer throughout the series, including SFC 1, SCF: Neutral Zone, SFC II: Empires at War, SFC: Orion Pirates and Starfleet Command 3. **BM: Using Creative Design to Monetize Virtual Worlds (Three 20-minute lectures); GD: (209) Casual Games Summit 201**

Kevin Bierre

Kevin is an assistant professor at Rochester Institute of Technology, where he teaches in the programming and database areas. He has a B.A. and M.S. in Chemistry, as well as a M.S. in Computer Science. In addition to working with the IGDA on game accessibility, Kevin works on the M.U.P.P.E.T.S. project at RIT, an open source collaborative virtual environment designed to facilitate teaching programming. **SGS: GD: Serious Accessibility for Serious Games**

Evan Birkby

Evan is currently the QA director for Gearbox Software which last year published the new WWII franchise "Brother's in Arms". They are now working on new titles for the Xbox 360, PS3, and PSP. Evan has over 16 years of experience managing the game testing for both developers and publishers. He has tested games on a large variety of platforms and has developed a number of new processes to improve test team efficiency. **PD: Testing Techniques, Tools, and Tips**

Matteo Bittanti

Matteo is a postdoctoral researcher at UC Berkeley, as part of the Digital Youth project. His research focuses on the cultural, social, and theoretical aspects of emerging technology, with an emphasis on the interrelations of popular culture, visual culture, and the arts. Primary interest is the social and cultural impact of videogames. He is the editor of videoludica. game culture, a series of books that examine videogames from a broad academic and critical perspective. **IGDA: Ten Games You Need to Play: The Digital Game Canon**

John Black

John is the Cleveland E. Dodge professor at Teachers College, Columbia University in the Cognitive Studies and in the Communication, Computing and Technology Programs. He is also the director of the Institute for Learning Technologies and author of over 100 scholarly journal publications and four books. His current research focuses on what people learn from playing videogames, and how videogames can be made more effective learning environments. **SGS: LIT: Serious Games: A Preparation for Future Learning Approach**

Haden Blackman

As Project Lead, Haden is responsible for the vision and production of LucasArts' next-generation Star Wars title. He contributed writing chores for games in development (such as Star Wars Starfighter, Star Wars Jedi Starfighter and Star Wars Battle for Naboo), and worked with Lucas Learning on some of its key projects. He also provided voice direction for several titles LucasArts and Lucas Learning titles. **VA: LucasArts: True Next Generation Gameplay in Service of Story & Character**

Cliff Bleszinski

As lead designer at Epic Games, CliffyB has been one of the key visionaries behind the multi-million selling Unreal videogame franchise. He is now spearheading a new franchise titled Gears of War for Microsoft's Xbox 360 console as well as assisting in the growth and expansion of the Unreal Universe. He is also expanding and leveraging his experience in the videogame industry into other areas of the entertainment sector. **GD: Designing Gears of War: Iteration Wins**

Jonathan Blow

Jonathan used to write the technical column, "The Inner Product," for *Game Developer* magazine. **GD: (304) Independent Games Summit; GD: Design Exchange; GD: Experimental Gameplay Sessions; VISION: The Metagame: A Battle of Videogame Smarts**

Keith Boesky

Keith is the principal of Boesky & Company. Specializing in the migration of intellectual property to and from the videogame business, he has been active in the content and technology communities as an attorney, a senior executive and an agent. His clients include game developers like Liquid Entertainment and Spark Unlimited and intellectual property owners/creators like The Robert Ludlum Estate, Clive Barker and GDH. **BM: Developer/Publisher Wars**

Jennifer Boespflug
Jennifer started working with Microsoft and online games in 1998. She worked on Internet Gaming Zone projects such as Bridge 2.0, Chess 2.0, and was the Test Lead for the Windows Internet Games. In 2001 she started working with Xbox projects, including Nightcaster and Psychonauts, and became the Test Lead for Shenmue 2. She is currently a Software Development Engineer in Test working with Rare, Ltd. projects including Viva Piñata. **IGDA: Womens Group Gathering**

Justin Boggs
Justin joined AMD in 2001 as a developer relations engineer working with ISVs and IHVs. He then worked for four years driving software performance optimization projects at AMD in the high performance computing industry. He's currently focusing on the parallel performance of desktop gaming and multimedia software. He earned his B.S. degree in Computer Engineering at UC San Diego and his M.S. degree in Electrical Engineering from Santa Clara University. **PG: Massive Multi-core CPUs & Gaming**

Ian Bogost
See SGS Advisory Board page 26. **GD: The Game Studies Download: Top 10 Research Findings; IGDA: (301) IGDA Education SIG Curriculum Workshop; IGDA: Game Criticism: Opportunities and Approaches; SGS: LIT: Persuasive Games: Introduction to Procedural Rhetoric**

Grady Booch
One of the original developers of the Unified Modeling Language (UML), Grady is recognized internationally for his innovative work on software architecture, modeling, and software engineering processes. A renowned visionary, he has devoted his life's work to improving the effectiveness of software developers worldwide. Grady received his BS in engineering from the United States Air Force Academy in 1977 and his MSEE from the University of California at Santa Barbara in 1979. **VISION: Best Practices to Help You Take Control of Your Game Development**

George Borshukov
George was Technical Designer for the "Bullet Time" sequences in *The Matrix*, and received an Academy Scientific and Technical Achievement Award for the image-based rendering technology used in the film. He joined EA in 2004 to focus on setting a new standard for facial capture, animation and rendering in next-generation interactive entertainment. He conceived the Fight Night Round 3 concept and Tiger Woods tech demos presented at Sony's PS3 E3 2005 and 2006 events. **VA: Leaping Across the Uncanny Valley with Universal Capture (UCap): From *The Matrix* Films to Real-time Interactive Applications**

Wendy Boucher-Fischer
Wendy is a senior user experience designer with AirPlay Network. She is responsible for the game design and user experience of the AirPlay games and is the information architect for airplay.com. She has nine years of user experience design and usability experience. Wendy holds a MS in HCI from DePaul University in Chicago. **Mobile: GD: Usability Testing for Mobile Games**

Michael Boulton
PG: The Look of Viva Piñata: A Detailed Tour Of The Graphics Engine

James M. Bower
James received his Ph.D. in neurophysiology from the University of Wisconsin-Madison. He was a consultant in establishing the educational software company Knowledge Adventure, known for its "jump start" series. He has also served as an educational consultant to Apple, Disney, and Microsoft. He was a founding member of the Internet incubator Idealab. In 1998, he and several other consultants left Idealab to form Numedeon Inc. **SGS: LIT: Teaching Kids About Nutrition Through Edu-Gaming in Whyville.net**

Eddy Boxerman
Eddy has been Physics/Animation programmer for the past two years on Conviction, a Next Gen game from Ubisoft. Previously, he developed physical simulation and control software in the Engineering industry, and holds degrees in Mechanical Engineering, Applied Math and Computer Science. **PG: Deep Integration: Havok Physics in Next Generation Ubisoft Games**

Robin Boyar
Robin is the Senior Director of Research at Electronic Arts, the world's largest videogame publisher. In her role, she leads consumer research supporting EA's PC, console, handheld, online and mobile games. **BM: (104) Know Your Players: An In-Depth Look at Player Behavior and Consumer Demographics**

Chas. Boyd
Chas. is a software architect at Microsoft. Chas. joined the Direct3D team in 1995 and has contributed to releases since DirectX 3. Over that time he's worked closely with hardware and software developers to drive the adoption of features like programmable hardware shaders and float pixel processing. **PG: (204) Microsoft Game Developer Day**

S. Gregory Boyd
Greg is an attorney with Kenyon & Kenyon LLP in New York. He has represented some of the most prominent game companies in the world. His work includes IP counseling and litigation for both publishers and developers. He is co-editor of the book *Business & Legal Primer for Game Development* from Charles River Media. As a member of the IGDA IP Rights Committee, he was an author and editor on the IGDA IP Whitepaper. He obtained MD and JD degrees from the University of North Carolina at Chapel Hill. **BM: IP: Creating It, Using It, and Keeping It**

David Braben
David and Frontier Developments Ltd. have had a reputation for producing unusual and innovative computer games since 1982 and are well-known for incorporating many technological and gameplay firsts and establishing new game styles that many have since copied. He is particularly well-known for co-writing the seminal game Elite, the first true 3D game. **VISION: Outsiders in the Entertainment Industry**

Nichol Bradford
Bradford oversees strategic planning and special projects for Vivendi, which includes investigating ad-hoc product, business and partnership opportunities. As co-founder of Into The Pixel, she has brought critical focus to the artistry of games. She is also founder of the organization, Diverse Professionals In Gaming. **IGDA: Burning Mad: Game Publishers Rant**

Alexander Brandon
Alexander has been a composer, sound designer, voice actor, and technology specialist in the game audio industry for 12 years. He is on the board of directors for the Game Audio Network Guild and is a contributing editor to Mix magazine's AudioNext column. Alex works as audio director for External Development at Midway's San Diego studio. **AU: Managing Audio in 3rd Party Development**

Brenda Brathwaite
Brenda is a game designer, game consultant and professor of game design at Savannah College of Art & Design. She has worked on 21 published titles, including the Playboy: The Mansion game and the award-winning Wizardry series and Jagged Alliance series. Brenda was also a host of the Sex in Games roundtable at the 2005 and 2006 GDC and the founder and chair of the IGDA's Sex SIG. **IGDA: Sex in Games: The Business End / Designing the Erotic**

Chris Bray
As a member of the design department at Red Storm Entertainment, Chris has worked on a variety of titles in the Ghost Recon and Rainbow Six franchises. He is currently Lead Multiplayer Designer on Ghost Recon Advanced Warfighter 2, sequel to the best-selling Xbox 360 game. Prior to working at Red Storm he began his career at Image Space Inc. working on the title NASCAR Thunder 2004. **GD: Your #1 Fan: Developer Interaction with the Fan Community; PD: The Ups and Downs of Downloadable Content: Developing Content for GRAW 360**

Rob Bridgett
Rob was one of the first to complete the master's degree in Sound Design for the Moving Image at Bournemouth University in 1999. He has since worked on several interactive guides for museums and art galleries while at Antenna Audio in London. Work for games includes sound design for Dreamcast title Vanishing Point, followed by a two year in-house stint at Climax in the UK providing audio for Sudeki and Serious Sam: Next Encounter. **AU: Scarface: Sound Design and Mixing Using a Post Production Audio Model**

Randy Brown
Randy is the CTO of Virtual Heroes, Inc., and a graduate of the University of North Carolina at Chapel Hill, with a masters' and B.S. in Computer Science from Oklahoma State University. He has directed scientific, oil exploration, graphics library, visualization, training, education, simulation, and gaming content for a wide range of commercial, government, and private organizations before joining the Virtual Heroes team. **SGS: BG: Serious Games Engine Shootout**

Scott Brown
PG: Next Generation Destruction in the UE3 Engine

Kevin Bruner
Kevin is cofounder of Telltale Games and a 12-year industry veteran. He has spoken at game industry events and has taught at Full Sail Center for New Media. In addition to numerous games, Kevin has created technology for Phillips CDi, MTV game shows, national museum exhibits, and a national rock-n-roll tour. **GD: (304) Independent Games Summit**

Beth Bryant
Beth is the director of Games for Health Conference. **SGS: AR: Group Meet-up: Health**

John Buchanan
Fired from his first paying job for playing videogames, John is currently the University Research Liaison Dude for Electronic Arts. He studied at the University of Windsor, the University of Toronto, and finally finished his doctorate at the University of British Columbia. After five years of teaching and research at the University of Alberta, Buchanan joined Electronic Arts in 1998. **GD: Game Sketching**

Levi Buchanan
Levi is site editor for IGN Wireless. He writes for *The Chicago Tribune* and Knight Ridder, and has spent eight years reporting on the videogame industry for magazines, newspapers and websites—three of those on mobile gaming. He received his degree in Advertising from the University of Oregon. **Mobile: GD: Mobile Game Innovation Hunt**

Raquel Bujans
Raquel is currently employed at Vicarious Visions in Albany, NY. She holds a Bachelors and Masters in Computer Science from Washington University in St. Louis. Her special interests include graphics and tools programming, fine arts, and (as of lately) World of WarCraft. She was also one of the original members of the Washington University Game Club. **IGDA: Tool Developers Group Gathering**

SPEAKER BIOS

Brian Burke
Mobile: Vision: The New Era of Mobile Games: Advertising and Sponsorship

Mike Burrows
Mike is a development lead in the Game Technology Group at Microsoft. His team works as an extension of the DirectX, Xbox and Windows product teams to provide game developers with technical engineering, tools, performance advice and a distillation of appropriate Microsoft technologies to enable them to create great games. **PG: (204) Microsoft Game Developer Day**

Tom Buscaglia
Since 1991, Tom "The Game Attorney" Buscaglia has assisted game developers in all aspects of business and legal matters, with offices in Miami, Florida and the Seattle, Washington, area. Tom is a principal in the law firm T. H. Buscaglia and Associates and is the President of Dev-Biz, Inc. He is authoring a book on Game Law for Focus Press 2007 and wrote the chapter entitled *Effective Developer Agreements* for the book, *The Secrets of the Game Business*. **BM: The Game Attorney's Developer Deal Roundtable; IGDA: Employment Contract Certification: Validating Quality of Life**

Jerry Bush
See SGS Advisory Board page 26. **SGS: BG: Beyond the Game**

Tracy W. Bush
Tracy is an award-winning composer and sound designer, writer and voice actor. He got his start in this industry by doing an impersonation of C. Montgomery Burns at the right place, and the right time. He is currently the audio director at NCsoft and is working on such titles as Tabula Rasa and Dungeon Runners. He is proud of his work writing dialog for those games, as well as providing voices for many characters. **AU: The Importance of Audio In Gaming: Investing in Next Generation Sound**

Lars Buttler
Prior to founding Trion, Lars was VP for Global Online at Electronic Arts. He led EA's online expansion strategy for games and services on the web, PC and connected consoles, and ran EA's Online Studio, home to the pioneering Ultima Online MMOG franchise. Before EA, he served as VP for Leveraged Buyouts at the Carlyle Group. **BM: Tip of the Iceberg: Future of Games and Entertainment Resides Online**

Vander Caballero
Vander has been the design director of EA Montreal since its opening in 2004. While his main focus has been to introduce innovation by changing the game design process, he has also worked in collaboration with Alain Tascan and Reid Schneider, in the development of EA's newest original IP Army of Two. **PD: Creating New IP and Innovation in Games: Destroying the Box**

Yuanzhe (Michael) Cai
Michael studies developments in broadband services, broadband technologies such as FTTx and broadband wireless, electronic gaming, and other value-added services. He also follows emerging digital home technologies such as networked storage and whole-home entertainment solutions. **BM: (104) Know Your Players: An In-Depth Look at Player Behavior and Consumer Demographics**

Phil Campbell
Philip is a designer with over 20 years of experience in both game and architectural design. Philip worked as a creative director on a number of EA titles including the James Bond titles Agent Under Fire and Everything or Nothing and most recently, the Godfather game. Previous to this Philip was chief creative officer at Quantic Dream and developed concepts for Omikron and Indigo Prophecy. **GD: Survival of The Family: The Saga of Creating and Shipping The Godfather: The Game**

Brett Camper
Brett is an independent game developer and writer. He received a master's degree from MIT's Comparative Media Studies program, where he was a designer and technical lead on The Education Arcade's Colonial Williamsburg: Revolution project. He is currently a senior product manager at eMusic, the leading digital subscription service for independent music. **SGS: GD: Colonial Williamsburg: Revolution Postmortem – How Commercial Game Engines Affect Pedagogical Design**

Greg Canessa
Greg is an accomplished games industry veteran who has spent the past five years at Microsoft, where he is currently group manager of the Xbox Live Arcade business for the Xbox and Xbox 360 consoles. Previously, he was director of business strategy in Microsoft's game division, where he drove product strategy and incubated several new online games businesses, including Xbox Live Arcade and MSN Messenger Games. **BM: Early Lessons in Digital Distribution**

Michael Capps
See Advisory Board page 21. **BM: PC Gaming in an Age of Connected Consoles**

Richard Carey
Richard is a leader in educational technology and digital media product development. He is currently senior product manager for RSG Media's RightsLogic. He was the director of Technology Product Development for Pearson Education's supplemental K-12 business, where he pioneered the Pearson Online Worlds initiative, and previously served as the director of Emerging Technologies Research and Development for Scholastic. **SGS: BG: Serious Games Engine Shootout**

Simon Carless
Simon is the chairman of the Independent Games Festival and Editorial Director of the CMP Game Group, overseeing both *Game Developer* magazine and Gamasutra.com. He has previously worked as a writer/editor for tech site Slashdot, and as a game designer for companies such as Eidos Interactive and Atari. **GD: (304) Independent Games Summit; PD: IGF – State of Independent Games Roundtable; PD: IGF – State of Independent Student Games Roundtable**

Russell Carroll
Russell began in the games industry as a designer, artist, and audio specialist on several indie games. Noting that there was no central place to find information about independent games he started Game Tunnel in 2002 as a news and reviews press site to help spread the word. In early 2006 he began working as the Director of Marketing at Reflexive Entertainment. **GD: (304) Independent Games Summit**

Chris Carty
Chris is a principal programmer in the Advanced Technology Group of SCE Worldwide Studios, London, creating shared technology for first party games. For the last two years he has been involved in writing systems to coordinate the multiple SPUs of the Cell processor. Chris worked in the SCEE London Development Studio before joining the ATG to work on PlayStation 3. **PG: Real-World SPU Usage**

Gianna Cassidy
Gianna is currently finishing her Ph.D. entitled: The Effects of Differential In-Game vs. Preferred music, on Driving Game Performance and Evaluation. She is currently working with the prestigious e-MOTION lab, an interactive gaming facility allowing the observation and measurement of player behavior during task completion. **AU: Optimising Player Experience with Music: Soundtrack vs. Personal Choice**

Erin Catto
Erin has been developing physics engines for the past 10 years. He is currently a physics programmer at Blizzard Entertainment. Previously he worked on dynamic simulation of proteins, mechanical simulation software for computer aided design, and modeling and control of flexible robot arms. He holds a Ph.D. in Theoretical and Applied Mechanics from Cornell University. **PG: (203) Physics for Games Programmers**

Mike Caviezel
Mike is currently a sound designer at Turn10 Studios, part of Microsoft Game Studios. Most recently, Mike was the Car Audio Lead for Forza Motorsport 2 for the Xbox 360. Mike is also a freelance music engineer in the Seattle area, and currently fronts the Seattle band 99MEN. **AU: Advanced Audio Techniques for Racing Games: Creating Audio for Forza Motorsport 2**

Cem Cebenoyan
Cem is a software engineer working on the Technical Developer Relations team. He spends his days researching graphics techniques and helping game developers get the most out of graphics hardware. Before joining NVIDIA, he was a student and research assistant in the Graphics, Visualization, and Usability Lab at the Georgia Institute of Technology. **PG: (103) Advanced Visual Effects with Direct3D**

Mark Cerny
See Advisory Board page 21. **PG: RSX Best Practices**

Heather Chandler
Heather is a multimedia producer with 11 years of experience in the videogame industry. She's worked in production at EA, Ubisoft, Activision, and New Line Cinema, and has contributed to over 35 games. In 2005, Heather founded Media Sunshine, Inc., a company that provides consulting services to game developers and publishers. **IGDA: Producing Quality of Life: The Producer's Responsibility**

Chris Charla
Chris is director of business development at Foundation 9 Entertainment. Prior to that, he helped conceive and produce F9E subsidiary Backbone Entertainment's original IP, Death, Jr. Before joining Backbone, he wrote about games and interactive entertainment in a variety of press jobs, including editor-in-chief of *Next Generation* magazine and launch editor of IGN.com. **GD: From Blue Sky to Green Light**

Jim Charne
Jim writes *Famous Last Words*, a monthly column on legal and contracting issues for developers found on the web at igda.org/columns/lastwords. He has provided legal representation for clients in all aspects of computer and videogame entertainment since the mid-1980s. Jim entered the industry in 1983 as a producer for Activision, and later served as VP Legal & Business Affairs of a large console game developer. **AU: Why "Work-for-Hire" Doesn't Work for Composers: Concrete Steps to Improve a Deal; BM: (202) Dealmaking for Developers 2007: Challenges for Growing an Independent Studio; BM: Planning for a Soft Landing: Negotiating Termination Clauses in Game Dev Deals; BM: Royalty Audits: Who, What, When, Where, and How**

Jenova Chen
One of the first generation videogame design graduates from USC School of Cinematic Arts, creator behind multi-award winning student game Cloud and flOw, co-founder of thatgamecompany, Jenova Chen is dedicated to expanding the emotional spectrum of videogames and making them available for a much wider audience. **GD: (304) Independent Games Summit; GD: Classroom to the Console: The Autobiography of flOw**

Sande Chen
A game writer, producer, and consultant, Sande has been active in the game industry since 1998. Her past game credits include 1999 Independent Games Festival winner Terminus. In 2003, she became the director of the non-profit, Girls in Games, Inc. In 1996, she was nominated for a Grammy in music video direction **GD: Pirates of the Caribbean: Writing Across**

Game Platforms

Sherol Chen
Sherol is a graduate student at the University of Delaware pursuing a master's in Computer Science with a concentration in Artificial Intelligence. Her master's thesis is based off of her former work and aims to develop a new paradigm in interactive story telling implementing experience variability through three-dimensional story design. She plans to pursue her Ph.D. in Computer Science this fall. **GD: Experience Variance Through Multiple-Perspective Management: A New Paradigm in Interactive Storytelling**

Jamie Cheng
Jamie got his start as an AI programmer at Relic Entertainment, where he worked on PC, Xbox and Xbox 360 titles. His credits include Warhammer 40,000: Dawn of War and The Outfit for the Xbox 360. Today, Jamie runs the independent studio Klei Entertainment, and is having a blast creating highly polished games for the PC and Xbox 360 Live Arcade. **GD: (304) Independent Games Summit**

Stephen Cheng
Stephen is co-founder and CEO of Innaworks Development Limited. Innaworks develops innovative development tools for mobile game development. Innaworks' flagship product mBooster is the premiere automated optimizer for J2ME games, based on a state of the art optimizing compiler. **Mobile: 3D & PG: Super J2ME games – Size and Performance**

Fiona Cherbak
Fiona has enjoyed a career in recruiting, marketing, public relations and strategic planning for clients in digital entertainment. Fiona is a Steering Committee member and chairperson of the Development Committee for Women in Games International. She's currently on the advisory for SXSW Screenburn 2007. She penned an article entitled "The 100 Most Influential Women in Games" in late 2006 for game industry news site Next Generation News. **GCS: Stay on Top of Your Game: Practical Career Advice from an HR Insider**

Tim Christian
Joining the games industry in 1991, Tim ran Accolade, Microprose and Hasbro Interactive in Europe before leaving to pursue a consulting career inside and outside games. He has consulted for many companies in publishing and development, and in 2002 founded Media Forensics Ltd – the European games industry's foremost independent royalty auditing company. **BM: Royalty Audits: Who, What, When, Where, and How**

Mike Chrzanowski
Mike began his career in 1999 with Looking Glass Studios as a level designer on the Thief series. Shortly after the closure of Looking Glass in 2000, he moved west to Sony Bend where he worked on mission and weapon designs for the SyphonFilter series. Currently he is with Vicarious Visions, and most recently served as the controls designer for the Wii launch title Marvel Ultimate Alliance. **PG: Designing Revolutionary Controls**

Doug Church
See Advisory Board page 21. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

Frank Cifaldi
Frank is the features editor of Gamasutra.com, as well as the founder of *Lost Levels*, the first publication dedicated to games that never made it to commercial release. He has contributed articles and content to *Edge*, *Wired*, *Nintendo Official Magazine*, *Tips 'N Tricks*, *Insert Credit*, and others. His love is real, but he is not. **BM: Meet the Press; GCS: How Did You Make It? – Three Successful Stories**

Charlie Cleveland
Charlie has been working as a game programmer and designer for 10 years. He worked on Grand Prix Legends, MindRover and Empire Earth. He founded Unknown Worlds where he designed and programmed Natural Selection and Zen of Sudoku. He is now working on Natural Selection 2 for release on Steam. **BM: Your Own Game Studio in Six Months: Bootstrapping Core Through Casual**

Kristine Coco
Kristine is a sr. associate producer at Midway Studios–Austin, where she heads up Midway's Central Outsourcing Group. She is responsible for finding vendors, and maintaining internal best practices for next-gen projects utilizing outsourcing. She works with vendors in the US, China, India and Ukraine. Previously, she worked at Ion Storm where she was an associate producer on Thief: Deadly Shadows. **PD: From the Frontline of Outsourcing: The Lessons Never End**

Mike Cohn
Mike is the founder of Mountain Goat Software, a Colorado, USA-based process and project management consultancy and training firm. Mike specializes in helping companies adopt and improve their use of agile processes and techniques in order to build extremely high performance development organizations. **PD: (106) Agile Game Development**

Raphael Colantonio
Raphael started work in the game industry as customer service manager at EA France in 1993. He moved to EA England and worked as an assistant producer on various games including the FIFA Soccer series. In 1999 he founded Arkane Studios, filling roles of both CEO and Game Director for the critically acclaimed Arx Fatalis. **GD: The Challenges of Designing First-Person Melee Combat**

Aaron Cole
Aaron graduated from the Guildhall at Southern Methodist University in 2004 after getting his bachelor of science in Computer Science and working in the telecom industry for a few years. He then began work for Ritual Entertainment and has worked there ever since. Aaron has worked on several PC, Xbox and PS2 titles including Brothers In Arms: Road to Hill 30, 25 To Life, and Sin Episodes: Emergence. **GD: Challenging Everyone: Dynamic Difficulty Deconstructed**

David Collier
See GDC Mobile Advisory Board page 25. **Mobile: GD: Mobile Game Innovation Hunt; Mobile: GD: Flash Panel; Mobile: PA: Mobile Social Entertainment**

Steven Collins
Steven is the manager of the Graphics, Vision and Visualisation (GV2) Lab in Trinity College Dublin, which he established in 1994. He is the co-founder of Havok and currently chairs the Havok advisory board. He also serves as a director of Dyoptyka, a high technology startup commercializing dynamic optics technology. **PG: Skinning with Dual Quaternions**

Dan Connors
Dan's 14-year career has included roles as a tester, producer, director, and executive. In 2004, Dan co-founded Telltale, Inc. and was named chief executive officer. Since then, Dan has overseen the company's growth and production and has helped to establish Telltale as a leader in episodic game production and distribution. **BM: Early Lessons in Digital Distribution**

Mia Consalvo
Mia is an assistant professor in the School of Telecommunications at Ohio University. She is an active member of the Women in Game Development SIG of the IGDA, and she served on the steering committee of the Women's Game Conference held September 2004 in Austin, Texas. **GD: The Game Studies Download: Top 10 Research Findings**

Matt Costello
Matt's innovative work includes ground-breaking and award-winning novels, games, and television. Penguin published his latest novel, *In Dreams*, in 2006, with a sequel due in 2007. His novel *Beneath Still Waters* was recently filmed by Lions Gate for world-wide release. Current game projects include Pirates of the Caribbean 3 (BVG), Just Cause 2 (Eidos), and Dark Sector (Digital Extremes). **GD: Pirates of the Caribbean: Writing Across Game Platforms; GD: Game Design: From Blue Sky to Green Light**

Greg Costikyan
Greg is founder and CEO of Manifesto Games, a start-up devoted to building an alternative path to market for independently created games. He has designed more than 30 commercially published board, role-playing, computer, online, and mobile games, including five Origins Awards Winners, and is an inductee into the Adventure Gaming Hall of Fame for a lifetime of accomplishment in the field. **GD: (304) Independent Games Summit; IGDA: Burning Mad: Game Publishers Rant**

Paul Coulton
Paul has over 10 years experience in mobile as a developer/researcher and is at the forefront of creativity in mobile entertainment, particularly games. Paul has produced some of the world's first mobile games utilizing Location, Proximity, and Tangible Objects/ Interfaces. He devised the worlds first MSc in Mobile Game development and has written a forthcoming book on S60 Programming for Symbian Press. **Mobile: GD: Using Touch, Sight, and Gesture in Mobile Games**

Charles Cox
Charles is a developer educator who started work at Sierra Studios as a developer on the SWAT game series. Since then, he has developed and delivered end-user and developer-focused educational content for Microsoft Game Studios, the Microsoft Windows SDK, the Microsoft DirectX team, and most recently, XNA Game Studio Express. **GD: Microsoft Game Developers Hands On Workshop**

Bill Crosbie
Bill is a game designer at Rutgers University. **SGS: PWP: Serious COTS Boggle**

Carsten Dachsbacher
PG: (105) Core Techniques and Algorithms in Shader Programming

Don Daglow
Don has served as president and CEO of Stormfront Studios since founding the company in 1988. Entering the industry in 1980, Don served as director of Intellivision game development, as a producer at EA, and led Broderbund's Entertainment division. He programmed the first-ever computer baseball game in 1971, the first mainframe computer RPG in 1975, and the first sim game in 1982. **IGDA: Women and Games in the Future; PD: Console Wars: Issues for the First Two Years of Next-gen**

Bill Dalton
Bill has worked exclusively in online game development for the past 10 years. Titles include Air Warrior (Kesmai), Ultima Online (EA), The Sims Online (EA), and Star Wars Galaxies (SOE). **PG: (205) Large-scale Engineering for Online and Offline Games**

Erin Daly
Erin was one of the founding members of Relic Entertainment, and lead designer on Relic's first game, Homeworld. Since then he has worked as a designer on Homeworld 2 and as a supervising designer on Company of Heroes. He recently relocated to New York and now works at THQ's New York studio, Kaos. **GD: Theory into Practice: Single Player RTS design for Company of Heroes**

Bruce D'Amora
Bruce has been an integral part of the IBM Cell technology team at IBM for several years. He is also an award-winning and patent-holding expert in the development of 2D and 3D graphics hardware and software technology, commercial graphics, and 3D APIs and algorithms used to render graphical scenes for digital content creation, CAD, and videogames. **PG:**

Control your Performance Monsters: Cell Programming Tips and Techniques (Sponsored by IBM)

Richard Dansky

Richard is the Central Clancy writer for Ubisoft. Richard has written for numerous videogames, including Red Steel, Splinter Cell: Double Agent, Rainbow Six: Black Arrow, and Dark Messiah of Might & Magic. A published novelist and tabletop game writer, he is one of the executives of the IGDA's Game Writers Special Interest Group. He's a member of the team at Red Storm Entertainment/www.snowbirdgothic.com **GD: (101) Interactive Storytelling Boot Camp; GD: Game Writers' Roundtable: Tricks, Techniques and Concerns**

James Dargie

In 2003 James was scouted by EALA to be a lead artist and weapons specialist for the acclaimed Medal of Honor series. Working on all first person modeling, texturing and animating he is responsible for the accuracy and realism of the weapons and player for the game. Currently, he is the CG director on Medal of Honor: Airborne and works with all art aspects of the game. James has a degree in Industrial Design. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

Bill Davidson

Mobile: GD: Flash Panel

Drew Davidson

Drew is a professor, producer and player of interactive media. He chaired Game Art & Design and Interactive Media Design at the Art Institute of Pittsburgh and the Art Institute Online. He is chairing the Sandbox Symposium, an ACM SIGGRAPH conference on video games and serves on the IGDA Education SIG and the ACTlab Steering Committee. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

Leigh Davies

Leigh is an application engineer at Intel Corporation in the UK. He joined Intel's Developer Relations Division in 2003 and focuses on providing technical support to the games industry in Europe. Prior to joining Intel he worked for six years as a senior PC programmer at a UK based games company, specializing in engine architecture. His main areas of expertise are 3D graphics and multi-threading. **PG: Debugging and Tuning Multi-Threaded Games**

Lauren Davis

Lauren is the creator and director of the Hidden Agenda program, an annual videogame development contest that challenges college students nationwide to build games that are really fun for middle school kids, but use "stealth education" to teach them school subjects such as physics and algebra while they play. Lauren is also the director of Marketing at BetweenMarkets, Inc. **SGS: BG: Beyond the Game**

Martin de Ronde

Martin is a 10 year veteran of the game industry. He founded his own development studio, which eventually became Guerrilla Games, before moving on to Media Republic. Recently, Martin became involved in OneBigGame. OBG is a videogames industry charity organization that seeks to raise money for disadvantaged children by creating videogames through a collaborative industry-wide effort. **BM: Non-profit Games: How Can the Industry Give Back?**

Tim Dean

Tim specializes in: Lighting, Shaders, Hi-res Modeling, Game-res Modeling, Pipelines and Workflows, Cinematics, Pre-rendered FMV's, Editing, Compositing, Technical issues, Special Effects, Particle Systems, Physics simulations. He's held positions at Stormfront Studios (art director), Treyarch (art director), Neversoft (artist), MGS publishing (art director). Tim attended the UCLA Graphic Arts program. **VA: Merging Art and Marketing: A Look Inside the Gears of War Visual Marketing Effort**

Greg deBeer

Greg is the Dialog Coordinator for Sony. Greg's background is as a sound designer and as such worked on many projects he has been with SCEA for approx four years now and in that time has worked on many projects including Rise To Honor, Hotshots Golf Series, SOCOM I and Sly Cooper II. **AU: Asset Management for Large Game Dialogue Projects**

Charles Deenen

In a career that has spanned more than twenty years, Charles has leant his hand to over 200 games, numerous films, and dozens of film trailers. Currently he's the Studio Senior Audio Director at EA Blackbox. He also helps the Vancouver Film school as an advisor, maintains the yahoo 'Sound Design' bulletin board, and has started to dabble into guest lectures and speeches. **AU: (302) Audio Boot Camp**

Sebastien Deguy

Sebastien is the CEO of Allegorithmic, the company behind the ProFX procedural map authoring and rendering system. He has a computer science background with a specialization in mathematics, random processes, simulation, computer vision and image synthesis. He is also an award-winning director and producer of traditional and animated short films. **VA: 4D in Zero Space: Living Games with Procedural Textures**

Audrey deRoche

Audrey has become a highly sought after member of numerous production teams all over the face of the entertainment industry. The most recent feather in her cap was reprising her role as lead coordinator and project manager for the producer, Don Mischer's Opening and Closing Ceremonies of the 2002 Olympic Games in Salt Lake City. **AU: How To Score Your Video Game With An Orchestra**

Ross deRoche

Ross lists an impressive 25 years worth of studio musician credits. Ross can attribute his expertise as a music copyist/supervisor and contractor/coordinator to virtually dozens of motion pictures and television shows. Some credits include the entire Harry Potter series, Advent Rising, Azure, Destroy All Humans, Jade Empire and the very exciting upcoming Videogames Live tour. **AU: How To Score Your Videogame With An Orchestra**

Jacques Deveau

Jacques is a program manager and a member of the design and development team for Wwise. Prior to joining Audiokinetic in 2003, Jacques worked for 15 years in the music and post-production industries. With his experience as a recording engineer on several top albums and film productions, Jacques brings extensive practical knowledge to his work on developing new features and functionalities in Wwise. **AU: Wwise – Next-Gen Workflow for Next-Gen Audio (Sponsored by Audiokinetic); AU: (302) Audio Boot Camp**

Vince Diesi

Vince is a principal programmer in the SCE Worldwide Studios and has been working on graphics technology for over 11 years. Having lead graphics engine development on a number of SCEE first party titles, Vince now works in the Advanced Technology Group in London developing shared technology for first party teams. **PG: Presenting EDGE: Advanced graphics tools and technologies for PlayStation 3 development**

Sascha Dikiciyan

Sascha first gained notoriety in videogames for his work on the Sony PlayStation James Bond game Tomorrow Never Dies and the PC games Quake II and Quake III Arena. He studied at the Musicians Institute and UCLA gaining a firm foundation in music theory and technology, film scoring ,and orchestration. Most recently, Sascha partnered with Composer Cris Velasco on the upcoming Splinter Cell 4. **AU: The Art of Orchestration: Part Deux!**

Beth Dillon

Beth is a Ph.D. student in Interactive Arts & Technology at Simon Fraser University in British Columbia, Canada, editor of CMP's GameCareerGuide.com, and communications director of the IGDA Game Education SIG. She merges the career paths of an industry game writer, journalist, and academic. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

Stephen Dinehart

Stephen is a multimedia artist and game developer; he received his M.F.A. in Interactive Media from USC in 2006. An entrepreneur, and transformer, by breed he has produced music, film, videogames and more. He has worked in the videogames industry as a producer, designer, QA tester and developer. **Mobile: GD: Mobile Interactive Storytelling: What is the Path?**

Kenny Dinkin

As VP and executive producer, Kenny oversees the PlayFirst games portfolio, including content acquisition, creative direction, and game production. Prior to that, he was worldwide head of product design for The Learning Company/Broderbund, where he was creative lead for premiere children's software brands. Kenny earned a bachelor's degree in History from Brown University and an M.F.A. in Fine Arts from the University of Pennsylvania's School of Design. **GD: (109) Casual Games Summit 101; GD: (209) Casual Games Summit 201**

Daniel Dociu

VA: Myrrh and Commonsense: Random Afterthoughts on Art Directing a Game of Fantasy

George Dolbier

George is an executive architect for IBM, focused on games and digital entertainment. For IBM George has contributed not only to the Games team, but also the Linux and open source teams as well. As a technical executive with global responsibilities George works with both Entertainment Industry Giants, as well independent and startup studios. **BM: Launching an Online Game? What You Need to Know Before Things Get Out of Control (Sponsored by IBM); GD: It's Full of Stars! A Look at the Technology Running the EVE Online Universe (Sponsored by IBM)**

Nicole Dolensky

GD: Improve Your Odds: Applied Patterning in the AI of Rainbow Six Vegas

Jefferson Dong

Starting at EA.com, Jefferson has worked in product marketing at Midway Games, LucasArts, and most recently Eidos. He has created marketing campaigns for Spyhunter, Star Wars Galaxies, Mercenaries, Lego Star Wars, Hitman, and the upcoming Age of Conan. **BM: (104) Know Your Players: An In-Depth Look at Player Behavior and Consumer Demographics**

Chuck Doud

As music director for Sony Computer Entertainment America, Chuck oversees all music development for PlayStation first party software. His music group provides first-party product development teams with various integrated music services including creative, technical, production and business expertise to aid in music selection, production, integration and new business opportunities related to the music and gaming industries. **AU: Music: Design, Production and Implementation**

Shanon Drone

Shanon is a software developer at Microsoft. Shanon joined Microsoft in 2001 and has recently been working on Direct3D 10 samples and applications. He spends a great deal of his time researching and implementing new and novel graphics techniques aimed at exploiting the latest Microsoft platforms. **GD: Microsoft Game Developers Hands On Workshop**

Justin Drust
Justin has been working at Red Storm Entertainment since late 2004 as a sound designer, and is currently working on Ghost Recon 3. He has worked as lead sound designer on Ghost Recon 2: Summit Strike, and also worked on Rainbow Six Lockdown. Justin got his start in the professional audio industry working for a post production studio as a recording engineer. **AU: Exploring Multiplayer Sound Design in Ghost Recon: Advanced Warfighter**

Kelvin Duckett
Kelvin has over 20 years international management experience in the film and television industry including building, running and selling highly technical service companies. Trained as an editor, Kelvin worked for the BBC, ITN, & ABC News and later worked extensively as a visual FX specialist on high-end commercials and music videos. **VA: Performance Driven Facial Animation (Sponsored by Image Metrics)**

Patrick Dugan
Patrick Dugan is a young Turk veteran of indie game development, interactive storytelling research, casual game production and design consulting. He has written novels, short stories, and articles in *The Escapist* and *Gamasutra*. In 2006 he founded True Vacuum, an independent production and design firm. **GD: Comparing First-Generation Drama Engines**

Elonka Dunin
Elonka is a founding member of the IGDA's Online Games SIG, and an executive producer at Simutronics Corporation (play.net). Her elonka.com website routinely gets thousands of visitors researching the CIA's mysterious Kryptos sculpture and other famous unsolved codes. After September 11, 2001, she assisted with the war on terrorism by giving talks about cryptography to the FBI and CIA. **PD: Security and Privacy in Games**

Dave Durnil
GD: Silicon and Mobile Games – A Higher Quality User Experience at a Higher Revenue Margin

Denis Dyack
BM: Taking Control of Your (Studio's) Destiny

Chris Early
Chris is studio manager for Microsoft Casual Games, leading the expansion of Microsoft's casual gaming audience and game experiences across multiple platforms. Prior to joining Microsoft, Chris served as chief operating officer of GameSpy and executive vice president and general manager of Mplayer. He holds a B.A. in Economics and International Management from Claremont Men's College. **GD: (209) Casual Games Summit 201**

Rik Ede
Rik has been producing 5.1 surround sound music for over seven years. He is currently the managing director of Gamesound Ltd. and a consultant director to surround sound experts DTS. Rik has held positions at Sony/Psygnosis. He then went on to work for Dolby and is also credited for writing and producing the world's first game in 5.1 interactive surround sound. Rik also runs a record label. **AU: (302) Audio Boot Camp**

Brad Edelman
Brad, co-founder and CTO of PlayFirst, is responsible for setting company-wide technical strategy and driving the creation of its platform and products. Before founding PlayFirst, Brad was a key contributor to several successful commercial applications including Adobe PageMill and Macromedia Flash. He is also the founder of Uccello Games. Brad earned a bachelor's degree in Computer Science and Engineering from MIT. **GD: (109) Casual Games Summit 101**

David Edery
David is the worldwide games portfolio planner for Xbox Live Arcade and a research affiliate of the MIT Comparative Media Studies Program (CMS). Prior to joining Microsoft, David was the CMS Program's associate director for special projects. While with MIT, David co-founded the Convergence Culture Consortium (C3) and managed Cyclescore, an exertainment project fusing original videogames and stationary exercise equipment. **BM: PC Gaming in an Age of Connected Consoles; GD: Sharing Control**

Squirrel Eiserloh
Squirrel contributed to free internet-based game projects before teaming up with Tom Hall and John Romero at Ion Storm. After finishing Anachronox as lead programmer he joined Ritual Entertainment, where he currently serves as co-department chair, programming lead, and advocate for Agile development methodologies and rapid iteration. He serves as programming group coordinator and organizational committee member for the IGDA Dallas chapter. **PG: (203) Physics for Games Programmers**

Ted Elliott
Academy Award-nominated writer Ted works as a screenwriter, producer, and creative consultant. His numerous film credits include *Aladdin*, *The Mask of Zorro*, and *Shrek*. In 2003, Elliott and writing partner Terry Rossio co-wrote the feature film *Pirates of the Caribbean: The Curse of the Black Pearl*, winner of the People's Choice Award for Best Picture and recipient of five Academy Award nominations. **GD: Pirates of the Caribbean: Writing Across Game Platforms**

Jack Emmert
Jack is chief creative officer at Cryptic Studios and began his career in the hollowed halls of academia. He received masters' degrees in Ancient History and Greek & Latin. His industry experience started when he wrote several pen and paper gaming supplements to make ends meet as a graduate student. Jack left his dissertation to found Cryptic Studios and design City of Heroes. **GD: To Reward or Not to Reward? How to Create a Positive Community in an MMO World; GCS: Inside Cryptic Studios: Art, Programming, and Design**

Wolfgang Engel
Wolfgang is a senior graphics programmer in the core technology group at Rockstar San Diego. He is the editor of the *ShaderX* book series and the author of *Programming Vertex and Pixel Shaders*. Since July 2006 he is a Microsoft MVP DirectX. **PG: (105) Core Techniques and Algorithms in Shader Programming**

Sebastian Enrique
Before joining the game industry as a software engineer in the FIFA franchise at Electronic Arts Canada, Sebastian got a Masters in Computer Science from Columbia University in the City of New York, researching on graphics under the supervision of Ravi Ramamoorthi. He also interned in Microsoft DirectX D3DX group. **GD: Understanding Emotions in FIFA 07: Telling a Different Story Every 90 Minutes**

Ross Erickson
GD: (304) Independent Games Summit

Christer Ericson
Christer is director of tools and technology at SCEA in Santa Monica, where he leads the engine and tools development for the God of War franchise. Before joining Sony in 1999, he was a senior programmer at Neversoft Entertainment. Christer received his masters' degree in Computer Science from Umea University, Sweden. His serves on the advisory board for Full Sail's Game Design and Development degree program. **PG: (203) Physics for Games Programmers**

Daniel Erickson
Daniel began his gaming career at *Next Generation* magazine and wrote for various publications as a game and movie critic before deciding to get into game design. He experimented with bringing more dramatic complexity to franchises like NBA Street and SSX for EA before he jumped ship to BioWare where he wrote for the upcoming epic RPG, Dragon Age. Daniel is lead writer for BioWare's largest writing team at their newly formed Austin studio. **GD: (101) Interactive Storytelling Boot Camp**

Stephan Etienne
Stephan graduated from the University of Glasgow with a Ph.D. in computer animation. He joined Nichimen Graphics where he implemented a novel Inverse Kinematic system. Stephan then joined High Moon Studios where he became the lead programmer on DarkWatch. **PG: Pre-computed Light Carving into Meshes**

Alex Evans
Alex started at Lionhead on the strength of his work in the European 'Demo Scene'. He helped write the engine of their first hit PC game, Black & White. Since then, he has been leading a next-generation reserach project at Lionhead, tentatively codenamed 'The Room'. He has also recently contributed to two hotly tipped indie games, Live for Speed and Rag-doll Kung Fu. **PD: The First Year of Media Molecule**

Christopher Evans
Chris has spent much time studying kinesiology, or the mechanics of anatomy in relation to human movement. He believes this knowledge, with a good sense of proportion and volume is the foundation of character rigging. Currently he works as Senior Technical Artist at Crytek GmbH, where he is responsible for the much of the character pipeline/R&D in the game Crysis. **VA: Evolve: Character Pipeline Advances for Next-gen Titles**

Justin Everett-Church
GD: (109) Casual Games Summit 101

Noah Falstein
See SGS Advisory Board page 26. **BM: Are Serious Games Worth Taking Seriously?**

Halldor Fannar
Halldor joined CCP Games as CTO in 2005, bringing nearly a decade of experience in various software engineering and programming roles at Atari/Midway, EA, and Maxis. As a contributing member of the development staff for a number of console games, his list of credits include the highly successful Sims 2 and Sims: Bustin' Out. Halldor has a B.Sc. degree in Theoretical Physics from the University of Iceland. **GD: It's Full of Stars! A Look at the Technology Running the EVE Online Universe (Sponsored by IBM)**

John Feil
John is a game industry veteran whose duties have spanned from quality assurance, to technical writing, and finally to level designer, and designer. He has worked on such titles as Justice League: Heroes. Currently, John is a system designer for Snowblind Studios, the chairman of the IGDA'a Credits Committee, and co-author of Course Technology's *Beginning Game Level Design*. **IGDA: Crediting: Simple Methods to Solve a Complex Problem**

William Ferguson
William has expertise in artificial intelligence, cognitive science, computer-based training, and commercial game technology. At BBN he applies this knowledge as a designer, business developer, evangelist, and technology visionary. **GD: The Mindscape: A Framework for Character and Story Interactions**

Frederick Fierst
Fred is a well known entertainment and licensing attorney with a worldwide clientele who has handled billions of dollars of deals in the interactive, television, film, toy, publishing and merchandising fields. Fred has negotiated agreements concerning dozens of multi-million dollar AAA titles with most of the major interactive publishers, and has represented developers in the sale of a number of their studios. **BM: Developer/Publisher Wars**

Sean Flinn
As senior product manager of IGN Entertainment's Competition and Community products, Sean oversees marketing and development on the company's desktop software, competition services, and premium subscription products. Sean has overseen community and event management in GameSpy Arcade. With GameSpy Arena, he guided the launch and hosting of official competitive communities for many games. He also manages ongoing development on GameSpy Comrade. **GD: Breaking the In-game / Out-of-game Barrier**

Scott Foe
In August of 2006, Scott Foe was called one of the "next generation gamemakers to watch" by *The Escapist*. A pioneer in the networked console gaming space at Sega, Foe joined Nokia in 2003 and currently serves as producer at Nokia, where he is responsible for pushing the limits of connected mobile gaming. **GD: Designing Next Generation Connected Games**

Greg Foertsch
Greg is a graduate of the Maryland Institute College of Art and holds a bachelor's degree in fine arts with a concentration in illustration. Greg was with Microprose as a computer artist for two years, then left to join Firaxis Games. Since 1995 Greg has contributed art in the form of character and environmental modeling, interface design, and 3D cinematics. Greg just finished his role as the lead artist on Sid Meier's Railroads!. **BM: It's More Than Making Coffee: Interns – How to Grow Your Team From the Ground Up**

Troels Folmann
2006 BAFTA award winning composer Troels is the man behind the next generation Tomb Raider soundtracks. Recent game credits include: Tomb Raider Legend, Tomb Raider Anniversary Edition, Project Snowblind, Defender of the Crown, etc. Additionally Troels has a background as a Ph.D. scholar in interactive game music with focus on micro-scoring. **AU: Tomb Raider: The Art of Epic Scoring**

Tom Forsyth
Tom is obsessed by 3D graphics. Tom has written triangle-drawing routines on the Spectrum, Sinclair QL, Atari ST, Sega 32X, Saturn, Dreamcast, PC, GamePark32, Xbox and PS2, as well as curved-surface renderers at Sega, graphics drivers at 3Dlabs, and much more. He now works in Seattle at RAD Game Tools on GRANNY 3D, the definitive games art tool export pipeline and run-time animation middleware package. **PG: (105) Core Techniques and Algorithms in Shader Programming**

Nick Fortugno
Nick is a game designer and game educator. As director of Game Design at Gamelab, Nick served as lead designer of the downloadable hit Diner Dash and the political game, Ayiti: The Cost of Life. He teaches in the Design and Technology department of Parsons The New School of Design, and has participated in the creation of game design curricula. Nick is also a co-founder of the Come Out & Play street games festival. **GD: (209) Casual Games Summit 201; IGDA: (301) IGDA Education SIG Curriculum Workshop; GD: (109) Casual Games Summit 101**

Michael Foster
Michael is the technical director of Massively Mobile, LLC. A distinguished engineering graduate of the University of Miami, Michael has led development on such titles as Massively Mobile's Hip Hop Immortals, and previous employer Gameloft's Midnight Hold 'Em Poker. Michael also heads Massively Mobile's networked gaming R&D efforts. **Mobile: 3D & PG: Programming Networked Mobile Games (That Have A Reason To Be Connected)**

Steve Fowler
Steve heads up VMC Game Labs testing division, working with leading companies to bring quality products to market through the its games test labs, software QA and testing, software development, and technical documentation service offerings. Prior to joining VMC, he spent more than 12 years at Microsoft Corp. in various positions on the enterprise server product development teams. Steve holds a bachelor's degree in Computer Science from Oregon State University. **BM: What You NEED to Know about Next-Gen Console and PC Game Testing: Meeting Your m**

David Fox
David heads up the Game Development group at iWin, Inc., developers of the best-selling casual games Jewel Quest, Mah Jong Quest, and Family Feud. David has been a game designer and developer for over 13 years, with a focus on multiplayer casual games and storytelling. **PG: Feud No More: Learning to Love the Hybrid Web/Download Casual Game**

Moby Francke
VA: Art Direction VISION Defining, Communicating, and Delivering It

Lee Fraser
Lee has been an Application Engineer at Autodesk for over nine years focusing on many aspects of Maya particularly for use in film and video production. Prior to Autodesk, Lee worked at Avcom Systems, where he focused on supporting 3D as well as compositing solutions. Lee did freelance graphic design and post production, as well as some post-graduate work at Florida State University in Film and Video production. **VA: Autodesk Maya Tips and Tricks for Next-Generation Game Developers**

David Freeman
David straddles the world of games and film. He is the author of *Creating Emotion in Games*, offering 300 techniques for making games more emotionally engaging. David, with his game/writing consultancy The Freeman Group, has contributed to over 20 games. As a writer/producer, David has had scripts and ideas bought or optioned by numerous major film and television companies. **GD: (101) Interactive Storytelling Boot Camp**

Brad Fuller
Brad has been involved with interactive products for over 20 years. He accepted a key position in the Atari Coin-op Division to create videogame music and build the Atari Audio Group. After a 14-year tenure at Atari, Brad left as director of Technology to form his own audio development company. **AU: Mobile Audio Has Gone Bizerk!**

Tracy Fullerton
Tracy is a game designer, educator and writer with 15 years of professional experience. She is currently an assistant professor in the Interactive Media Division of the USC School of Cinema-Television where she serves as co-director of the Electronic Arts Game Innovation Lab. Recent credits include faculty advisor for the award-winning student game Cloud, and game designer for The Night Journey a unique game/art project with media artist Bill Viola. **IGDA: (301) IGDA Education SIG Curriculum Workshop; VISION: The Metagame: A Battle of Videogame Smarts**

Kyle Gabler
GD: (304) Independent Games Summit

Megan Gaiser
GD: (209) Casual Games Summit 201

Michael Gartenberg
Michael leads Jupiter Research's team on emerging technology platforms and provides advice that helps clients take advantage of a variety of access technologies, digital information devices and software platforms. Leveraging Jupiter Research's expertise in these areas, he helped launch Jupiter's PC & Console Games service, Wi-Fi Mobility service and Jupiter Research's Analyst Weblogs. **BM: (104) Know Your Players: An In-Depth Look at Player Behavior and Consumer Demographics**

Scott Gershin
Scott of Soundelux, is a Sound Supervisor / Designer who has been creating sound tracks for films & games for the last 20 years. Scott is the Exec Creative Director / Founder of Soundelux Design Music Group specializing in Soundesign, Voiceover, and Music composition for the gaming industry. **AU: The Importance of Audio In Gaming: Investing in Next Generation Sound**

Dave Gilbert
Dave has authored over six successful freeware games, including 2004's award-winning Two of a Kind. In 2006, he started to sell games commercially under the company Wadjet Eye Games. Two games are now available under the Wadjet Eye label: The Shivah and Blackwell Legacy. **SGS: GD: The Shivah**

Chaim Gingold
Chaim is the design lead for Spore's editors and cell game, and has done extensive prototyping across the project. Prior to joining Maxis/Electronic Arts, he studied at Georgia Tech, where he wrote a masters thesis about player creativity and game aesthetics. **GD: Spore's Magic Crayons**

Dan Ginsburg
Dan is currently technical lead on the handheld team in the 3D Application Research Group at AMD, where he works on demos and tools for AMD's handheld graphics chips. Prior to joining the 3DARG, Dan worked on the OpenGL driver team for over four years. Dan graduated with a B.S. in Computer Science from Worcester Polytechnic Institute and is currently pursuing an M.B.A. part-time at Bentley College. **PG: OpenGL ES 2.0: Start Developing Now**

Sam Glassenberg
Sam started at Microsoft in 2002. He joined the DirectX team in 2004 as program manager for Direct3D 10 and D3DX. Sam currently leads the Direct3D program management team, delivering a plethora of graphics tools and technologies for Windows, including the HLSL shader infrastructure, D3DX, and future DirectX Graphics APIs. **PG: Rapid-Fire Material Systems with Direct3D 10**

Kevin Goebel
In his role as User Research Engineer with Microsoft Game Studios, Kevin supports in-development games, through consumer research, with the goal of evaluating and improving the entire gameplay experience. He has had the privilege of contributing user-research efforts to Freelancer, Kakuto Chojin, Tao Feng and several unreleased titles. **GD: (108) Do-It-Yourself Usability: How to Use User Research to Improve your Game**

Susan Gold
Susan is the chair of the newly reinvigorated IGDA Education SIG. Her current SIG focus is in organizing a knowledge base and resources for educators as well as creating curricular models for the varying academic programs. Susan is an artist, teacher, and activist with a specialization in digital art, new media and videogames. **IGDA: (301) IGDA Education SIG Curriculum Workshop; IGDA: Academics/Students Group Gathering**

Rich Goldman
Rich is the founder and president of RipTide Music. He is a music producer with broad experience as a composer, musician, studio operator and sound designer for games, theatrical trailers, TV, films, etc. RipTide credits include videogame God of War and sonic branding for Intel. Rich is a board member of Game Audio Network Guild (G.A.N.G). **AU: Music Business Issues 2007**

Jeff Gomez
Jeff is CEO of Starlight Runner Entertainment, a leading producer of highly successful fictional worlds, and is an expert at cross-media intellectual property development and production. He maximizes the value of new and established

intellectual properties and brands by extending them into film and television, videogames, novels, advanced media content, alternate reality games and a multitude of consumer products. **GD: Pirates of the Caribbean: Writing Across Game Platforms**

Joel Gonzales

Joel has worked on various serious games including Alien Rescue and A Force More Powerful. During his time as a graduate student, he played a major part in helping the university be one of the first in the state to offer official courses in Video Game Design & Production. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

Erik Goosens

GD: (209) Casual Games Summit 201

Bing Gordon

W. Bingham (Bing) Gordon, is a co-founder of Electronic Arts. As chief creative officer and executive vice president, Gordon plays a key role in providing counsel to marketing, studio producers and development teams to continue to ensure that EA's games are the most creative and innovative titles on the market. Gordon received a B.A. from Yale University and an M.B.A. from Stanford University. **IGDA: Burning Mad: Game Publishers Rant**

Jeremy Gordon

Jeremy is the studio director and CTO of San Francisco based Secret Level, a SEGA studio, developers of games, tools, and technology for the console and PC game markets. At Secret Level, Jeremy is responsible for day-to-day studio management as well as setting and implementing Secret Level's technology strategy. He was founder and served as president and CEO of Secret Level, guiding the studio to its successful acquisition by SEGA. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

David Gosen

David is CEO of independent mobile game developer and publisher I-Play, which has recently found success with licensed games based on the 24 television franchise and the 2006 Winter Olympic Games. I-Play's game sales are consistently among the top five in both Europe and the United States. **Mobile: DD: Publishing and Marketing Blockbuster Content on Mobile**

Mike Goslin

Mike has done a bit of everything in his 10 years at Disney's VR Studio, from programming and game design to pitching big ideas and pure research. He has worked on a variety of projects including theme park attractions, location-based entertainment, and the massively multiplayer games, Toontown Online and Pirates of the Caribbean Online. **GD: Pirates of the Caribbean: Writing Across Game Platforms**

Dimitris Grammenos

Dimitris is an interaction engineer at the Centre for Universal Access and Assistive Technologies and the Human-Computer Interaction Laboratory of the Foundation for Research and Technology – Hellas (FORTH), in Crete, Greece. **SGS: GD: Serious Accessibility for Serious Games**

Virginie Grange

Virginie is director of Worldwide Business Dev., Vivendi Mobile Games. Mobile: DD: **The Golden Nickel: Moving Beyond 5% Market Share**

Christopher Grant

Chris put his college degrees in Literature and Cinema Studies to good use as a carpenter before becoming editor of the popular gaming blog, Joystiq. In this role, he spends a statistically impossible percentage of each day writing, exploring the blogosphere, and covering gaming for local alterna-paper, the *Philadelphia Weekly*. **IGDA: Ten Games You Need to Play: The Digital Game Canon**

Dan Greenawalt

Dan's introduction to the gaming industry came in 1997 when he joined Microsoft as a Tester on Inside Drive 2000 for Windows. Over time, he moved up the ranks to become the Game Director (Lead Game Designer) of Microsoft Game Studios' and Turn 10's critically acclaimed racing simulation franchise, Forza Motorsport on the Xbox 360. **GD: Force Feedback in Racing Simulation**

Randy Greenback

Randy is a lead game designer at Red Storm Entertainment. He started in 2004 as a designer on Rainbow Six: Lockdown and on downloadable content for Ghost Recon: Advanced Warfighter. Before RSE, he worked at EALA designing missions for Command and Conquer Generals: Zero Hour. He got his start in the industry in 1996 in the Quality Assurance Department at Westwood Studios. **PD: The Ups and Downs of Downloadable Content: Developing Content for GRAW 360**

Daniel Greenberg

Daniel is a freelance game designer, scriptwriter, and voice director. His latest game is Crysis from Crytek and EA. He has served as creative director for The Lord of the Rings Online, and developed games and scripts for many more. Daniel also serves as chairman of the IGDA Anti-Censorship and Social Issues Committee, and writes about technology for *The Washington Post*. **IGDA: Who's the Real Bully?: Rights and Responsibilities in the Anti-Game Debate**

Jim Greer

GD: (109) Casual Games Summit 101; GD: (209) Casual Games Summit 201

John Griffin

As director of the Games Market Segment, John works with major gaming and consumer electronics companies to license Dolby technologies in videogame consoles, PCs, and portable devices. He also oversees the development of new technologies, tools, and services for the game market. Previously, John established Dolby's Tokyo game developer support program and worked with many top Japanese developers. **AU: Dolby Digital: The Hear and Now (Sponsored by Dolby)**

Shane Griffith

VA: Autodesk 3ds Max Tips and Tricks for Next-Generation Game Developers

Chris Grigg

Chris has been involved in all sides of interactive audio since 1983; he's also a former member of the group Negativland. Now Chris is in Beatnik's Core Tech group focusing on standards. Chris chairs both the MMA Mobile Working Group and Technical Standards Board, is a Technical Advisor to the Project Bar-B-Q conference. **AU: Mobile Audio Has Gone Bizerk!**

Juan Gril

Juan is currently focusing on the production of innovative casual games for PC, mobile, and consoles. Previously, Juan was the lead producer for the downloadable games area and community manager of multiplayer games on the Yahoo! Games team. In the last year of his tenure at Yahoo!, Juan was the head of Yahoo! Games Studios. Juan holds a BFA in Electronic Media from the University of Illinois. **GD: (109) Casual Games Summit 101**

Victoria Gromova

Victoria works as a senior software engineer at Intel Corporation. She contributes to design and development of tools for multi-threaded application performance analysis. Most recently, Victoria threaded the open source high performance library for simulating rigid body dynamics, the Open Dynamics Engine. **PG: Building Blocks for Multi-Threaded Games**

Dave Grossman

Dave is a writer and game designer whose characteristic wit and meticulous craft have adorned titles for both adults and children since he joined LucasArts in 1989. An extensive freelance career has afforded him the opportunity to work with a variety of companies, including Humongous, Maxis, Disney, Dreamworks, Nickelodeon, and many others. **GD: (304) Independent Games Summit**

Tom Grove

Tom is a senior software engineer at Rare with over seven years experience of creating shared tools and technology for games development. Tom was one of the founding members of the R&D department at Rare and currently leads the graphics group. He has a long history of developing cutting edge graphics technology and artist-driven tools. **PG: Shared Technology at Rare: Good and Bad**

Kay Gruenwoldt

Mobile: GD: Developing Next Generation Mobile Content for Nokia Platforms

Rob Gruhl

Rob is a senior strategist and evangelist in Microsoft's Game Platform Strategy Team, focused on XNA Game Studio Express. He's been at Microsoft since 1997, where he's been a shipping program manager for MSN Games, casual games, mobile casual games, Sidewinder game devices, and the Live Anywhere initiative (among many other projects). **SGS: GD: Serious Games Next-Gen**

Thor Gunnarsson

Thor is GM of Labs at Ideaworks3D. He is responsible for the R&D group dedicated to providing advanced tools and development platforms to mobile developers and publishers. His professional involvement in the software industry spans sales, marketing and product management in the areas of mobile entertainment, wireless software, real-time 3D and multiplayer networked gaming. **Mobile: PD: Simultaneous Development Across Mobile and Handheld**

Robert Gutschera

Robert is director of development in the R&D Department at Wizards of the Coast. There, he's worked on dozens of different card, miniature, and board games. His area of specialty is leading system development teams: the teams that smooth out any trouble spots in new games. In his past life, he was a mathematics professor at Wellesley College. **GD: Magic Lessons: Designing and Balancing Game Objects**

James Gwertzman

James is responsible for leading expansion into Asia for PopCap Games. He also directs PopCap's new platform initiatives. A co-founder of two other game studios, James has a broad understanding of the game industry. Beyond his PopCap duties, James is a member of the IGDA Casual Games Steering Committee. He graduated from Harvard with a computer science degree. **GD: (109) Casual Games Summit 101; GD: (209) Casual Games Summit 201**

Jacob Habgood

Jacob worked for many years as a programmer and technical lead for Gremlin, Infogrames, and Atari. In 2003 he obtained a scholarship from the University of Nottingham to undertake his own Ph.D. research in the field of games and learning. He is now head of Serious Games at Sumo Digital pursuing commercial opportunities for serious gaming projects on mainstream gaming platforms. **SGS: GD: Zombie Division: Evaluating Principles of Intrinsic Integration**

Hanno Hagedorn

Hanno has been dedicated to character modeling for several years. He has worked on several German game titles, and is currently charged with character modeling and texturing, as

well as facial setup, morph creation and the facial pipeline for the upcoming game Crysis from Crytek. **VA: Evolve: Character Pipeline Advances for Next-gen Titles**

Mike Haigh

Mike is currently studio director for SCEE's London Studio, involved in the recent EyeToy and SingStar franchises and responsible for the industrial design and manufacturing for both the EyeToy USB camera and SingStar USB Microphones. In 1993, Mike was tasked with setting up the Art team for one of Sony's first development studios. Over his career he has worked as lead artist, designer, art director, and on to executive producer. **GD: The Experience is King: Social Gaming for the Next Generation**

Justin Hall

Justin is a writer and experience designer. In 1999, Justin served as director of Innovation for Gamers.com, and worked as a digital media researcher with the Creative Artists Agency from 2005 to 2006. In conjunction with the BBC, he is developing a web-based prototype of "Passively Multiplayer Online Gaming" where we earn levels as we live our online lives. He is now a MFA candidate in the USC Film School's Interactive Media Division. **GD: Passively Multiplayer Gaming: Surveillance for Fun**

Jessica Hammer

Jessica is a Ph.D. candidate in Cognitive Studies at Teachers College, Columbia University, and a member of the EGGPLANT games research group. Her work focuses on the cognitive and social practices of play, and on understanding how to better support learners as players, creators and collaborators. Before joining the department, she worked as a writer, consultant, and game designer with an emphasis on researching new forms of storytelling. **SGS: LIT: Serious Games: A Preparation for Future Learning Approach**

Jeff Hanna

Jeff has been in the videogame industry for over 11 years, working as a technical artist on titles including Warhammer Online: Age of Reckoning, Dark Age of Camelot, Planetside, and Air Warrior, all PC online titles. Jeff has worked to promote technical art and contribute tools and tutorials to help others in the industry. **VA: Autodesk 3ds Max and Autodesk Maya: Advanced Tool Writing for Technical Directors; VA: Technical Artist Roundtable**

Sulka Haro

Sulka is the lead concept designer for Sulake Corporation's Habbo Online. He's a veteran at Sulake, having started back in 2001 when the company only had 10 employees. With over 12 years of experience working in multimedia, games and online projects, he's been involved in projects ranging from mobile phone product launch web sites to Habbo's 50+ million user online communities. **BM: Using Creative Design to Monetize Virtual Worlds (Three 20-minute lectures)**

Ken Harward

Ken has been lead programmer for Ritual Entertainment for the over six years. He has worked on PC, Xbox, and PS2 titles, especially FPS titles such as Sin Episodes: Emergence and Counter Strike: Condition Zero. He has degrees in both English and Computer Science. **GD: Challenging Everyone: Dynamic Difficulty Deconstructed**

Simon Hatch

Simon got his start in the games industry in university, where he co-founded EST Games with a few of his classmates. Together, they developed the RTS title World Fables, which was released in 2004. Since then he has been working at Radical Entertainment as a graphics programmer, with technology credits such as Incredible Hulk: Ultimate Destruction. **PG: The Shader Design Tool: Radical's Collaborative Approach to Shader Development**

Jeb Havens

Jeb is a lead designer at 1st Playable Productions in Troy, NY. A designer on Playboy: The Mansion and lead designer on the Private Party expansion pack, Jeb worked on two Serious Games projects before most recently leading the design of Marvel Trading Card Game for the Nintendo DS. Jeb is active in issues of diversity, especially lesbian/gay/bisexual/transgender representation in the industry and in videogames. **IGDA: LGBT Group Gathering; IGDA: Speaking Out: Connecting the LGBT Development Community**

Trip Hawkins

Trip is chairman and CEO of Digital Chocolate, a creator of innovative mobile phone games and social applications, such as Tower Bloxx and MLSN Sports Picks. Trip is responsible for the strategic focus, overall direction, and performance of the company. He has been a new media pioneer for 30 years. Early in his career, Trip played a key role in defining the personal computer at Apple. He went on to found Electronic Arts and built the company into the industry leader. Trip also founded 3DO, a pioneer in digital video, network gaming, and social communities. Trip received an M.B.A. from Stanford University and developed his own major at Harvard University, where he graduated magna cum laude with a degree in Strategy and Applied Game Theory. He was also the first business executive to be inducted into the Hall of Fame by the Academy of Interactive Arts and Sciences. **Mobile: Keynote: Making Mobile Phones the Ultimate Game Platform**

Jason Hayes

Jason has several years experience in the videogame industry, having worked at EA:Tiburon, Ballistic Pixel, and Volition Inc. He has shipped several titles, has held several positions within our industry, and has co-owned an independent outsourcing house. **VA: The Creation of Saints Row's Open World Cityscape: Stilwater**

Mike Haynes

Mike has 11 titles to his credit. During his tenure with Red Storm Entertainment, Mike has worked on the Ghost Recon series from the beginning. Mike's most recent contribution to the Ghost Recon franchise was as the level designer for the award-winning Ghost Recon: Advanced Warfighter. Prior to joining the Red Storm team, Mike was the art director for Shrapnel Games. **PD: Map Prototype Process: Creating Fun Gameplay Spaces While Minimizing Risks**

Tom Hays

Tom works for Technicolor Interactive Services as director of Audio. He has done sound for interactive media fulltime since 1990, including 10 years as audio director for developers including Treyarch, NovaLogic, and Rocket Science Games. Some of Tom's game credits include Ultimate Spider-Man, Call of Duty 2: Big Red One, the first three Delta Force titles, Rocket Jockey, and the PC port of Myst. **AU: Asset Management for Large Game Dialogue Projects**

Neil Hazzard

Neil has been in 3D graphics for almost 10 years. Neil joined Autodesk's Developer Support Group in 2000 to design and develop the 3DXI, an SDK that helped game developers export data from 3ds Max without the need to understand the full 3ds Max SDK. Neil is now focused on shader development for 3ds Max and has worked closely with many developers to provide an extendable system for viewing real-time shaders in 3ds Max. VA: Autodesk® 3ds Max® 9:Techniques and Strategies for Real-Time Shaders

Mark Healey

PD: The First Year of Media Molecule

Chris Hecker

See Advisory Board page 22. **PG: How To Animate a Character You've Never Seen Before**

Carrie Heeter

Carrie teaches Serious Game Design at Michigan State University and PI in the GEL Lab. She is PI on numerous National Science Foundation grants to study games, gender playstyle, and learning. Carrie is co-directing NSF-funded development of a new, curated online knowledge resource to bring useful academic research findings and insights to game industry professionals. **IGDA: Women and Games in the Future; SGS: AR: Testing Assumptions: Creative Approaches to Gathering Evidence of Serious Game Impacts**

Guido Henkel

Guido is a 20-year veteran of the game industry and the acclaimed producer of many award-winning computer game classics. Starting in the computer games industry in 1985, he has been the co-CEO of Attic Entertainment Software where he oversaw development, marketing, sales, distribution, licensing, and public relations, while making the company one of Germany's leading computer game enterprises that found world-wide recognition. **Mobile: PA: Do your Handset Ports in Minutes! A Lesson in Streamlined Development and Production for the Forward-Thinking Developer**

Shayne Herrara

Shayne started his career as a production artist at Sierra Online in Eugene, Oregon. He then went to LucasArts where he worked on titles such as Star Wars: Force Commander. After his time with LucasArts, Shayne found himself in a five year commitment with EA, allowing him to add numerous titles to his resume. Shayne is currently an art director guiding Cryptic Studios into the next generation of videogame visuals. **GCS: Inside Cryptic Studios: Art, Programming, and Design**

Paul Heydon

Paul founded Unity Capital in Dec. 2004 in London, where he advises Digital Media companies. Prior, he was the head of Interactive Entertainment at Commerzbank Securities for about four years where he had global responsibility for the interactive entertainment sector. Paul has worked with: Infogrames, Ubisoft, Giant Interactive Entertainment, IO Interactive, Canon Europe, Netgem, Criterion Software, Digital Bros, Endemol, Overloaded, ITE and Lionhead. **Mobile: DD: Mobile Games: A strategic Review of the Sector**

John Hight

John oversees external production for Sony in Santa Monica. His team produced BlastFactor – the first PlayStation 3 game on Sony's Network Platform. He recently signed thatgamecompany, indie developers of Flow, to a multi-project deal. **GD: (304) Independent Games Summit**

Rich Hilmer

BM: Taking Control of Your (Studio's) Destiny

Michelle Hinn

Michelle is completing her doctorate at the University of Illinois and is currently co-teaching a course on videogame design. She has a B.A. in Music Performance, a B.S. in Psychology, and a M.A. in Multimedia Design. Michelle has worked at Microsoft Game Studios where she focused on piloting usability tests for Xbox multiplayer games. **GD: Game Accessibility Arcade; IGDA: Accessibility Idol: Season Finale!; IGDA: Game Accessibility & Developers with Disabilities Group Gathering; Mobile: GD: The Untapped Market of One Button Mobile Games: Reaching Gamers with Disabilities; SGS: GD: Serious Accessibility for Serious Games**

Clint Hocking

Clint has been working for Ubisoft in Montreal for five years. Most recently he worked as scriptwriter, lead level designer, and creative director on Splinter Cell: Chaos Theory. Before games he worked in the web industry and experimented with independent filmmaking while earning a masters degree in

Creative Writing from the University of British Columbia. **GD: Exploration: From Systems to Spaces to Self; Vision: The Metagame: A Battle of Videogame Smarts**

Dan Hodgson

Dan created and runs the B.Sc. Computer Games Software Engineering degree at Northumbria University, in Newcastle, England. He teaches game design and GameCube programming as well as more conventional computing subjects. He has got so good at justifying game playing as "research" that he has started a Ph.D. on the subject. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

Todd Hollenshead

BM: The Videogame Piracy Problem: Fifteen Men on a Dead Man's Chest

Jesse Holt

For the past eight years, Jesse has been the lead audio designer for GameHouse Studios and has produced the music and sound effects for over 75 GameHouse games that have sold over 11 million units. Working on virtually every platform – from Flash and Java, Mac and PC games, Xbox and mobile – Jesse's audio work covers the full spectrum of game development. **Mobile: AU: Mobile Audio Has Gone Bizerk!**

Tim Holt

Tim Holt is a research assistant at Oregon State University and most recently part of the official Day of Defeat development team for Valve Software. He is also part-time volunteer staff for the Serious Games Initiative helping organize tech-related discussions and knowledge bases. **SGS: GD: Serious Games Next-Gen; SGS: GD: Lightweight and Innovative MMP Technologies for Serious Games**

Jason Holtman

BM: Early Lessons in Digital Distribution; GD: (304) Independent Games Summit

Chuck Homic

Chuck is a senior programmer at Vicarious Visions, and has developed core technology for games on six platforms. He studied Computer Science at Worcester Polytechnic Institute, and has worked in the game industry for 10 years. He is currently leading the development of the second generation DS engine technology and tools. **PG: 3D Tricks: Engineering Innovation on the Nintendo DS**

Adrian Hon

Adrian is the director of Play at Mind Candy and the lead designer of Perplex City. Adrian has been responsible for the development of the Perplex City ARG, including the story, puzzles and live events, and has been a leading figure in alternate reality games since their inception in 2001. Before working at Mind Candy, Adrian was a neuroscience researcher at Cambridge University and Oxford University. **GD: The New Alternate Reality Games**

Richard Mark Honeywood

Richard has spent the better part of his life living in Japan, and eventually found his calling as a games localizer at SQUARE ENIX. As a founding member of SQUARE's localization department in Tokyo, he has served as translator, localization director, and programmer on dozens of titles over the last nine years **GD: The Square-Enix Approach to Localization**

John Hopson

John received his Ph.D. in psychology from Duke University. He has published several articles on the intersection of psychology and game design, including *Behavioral Game Design* which is considered required reading in many college game design courses. He is currently a member of Microsoft's Games User Research group, and has worked on bestselling game titles such as Halo 2 and Age of Empires III. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

Steve Horowitz

Grammy award winner, and president of The Code International Inc., Steve's work includes music and production services for some of today's top television, multimedia, new media and videogame companies including. As current Music Director for Nickelodeon Online, he has composed & sound designed for hundreds of games. **AU: Mobile Audio Has Gone Bizerk!; Mobile: AU: Mobile Audio Has Gone Bizerk!**

Mark Horstman

Mark is co-founder of Manager Tools. As a management consultant, Mark has served firms such as Intel, Cornell University, USAA, GE and Microsoft. He has coached over 1000 executives, focusing on technology clients, and consults on corporate systems affecting leadership, management, and talent. Mark is a graduate of the United States Military Academy at West Point. **BM: If You're Scared That Others Will Find Out You Don't Know How To Be a Manager a Manager**

Tom Hubina

Tom is VP of Studios for Mofactor, Inc. a new mobile games publisher that is integrating best-of-breed development practices with innovative product design and distribution methods. Tom has developed top titles for multiple mobile publishers, and is now leading all of Mofactor's game design and technology teams. **Mobile: PA: It is Okay to Touch your Customers**

Richard Huddy

Richard has worked in the computer games industry for more than 15 years and has been with ATI/AMD for almost five years. For most of that time, he has specialized in high-performance 3D graphics. He worked with both RenderMorphics and Criterion Software developing their low-level APIs before moving on to work as a device driver writer specializing in Direct3D optimization. **PG: (103) Advanced Visual Effects with Direct3D**

Robin Hunicke

Robin is a game designer at Maxis, just finishing her PhD in AI and Games at Northwestern University. In addition to her work with the Indie Game Jam, Experimental Gameplay Workshop and Game Design Workshop tutorials, she chairs the IGDA Education SIG. **GD: Small Changes, Big Results: Redefining a PC franchise for Nintendo Wii**

James Hursthouse

James moved to the US in 2004 after ten years in Japan to start up Online Game Services Inc., a fully-owned subsidiary of Solid Networks KK. Solid Networks has been hosting and managing online games in Japan since 1999, first as half of a joint venture with leading Korean publisher, Nexon, and more recently as an independent Game Service Provider. OGSI is adapting Solid Networks' proven GSP business model to the US market. **BM: Launching an Online Game? What You Need to Know Before Things Get Out of Control (Sponsored by IBM)**

Koji Igarashi

Koji joined Konami in 1990 and jumped at the chance to work as a programmer on the Castlevania series. When the original director of the game left, Koji was promoted to director and he formed a new team to create Castlevania: Symphony of the Night, released in 1997, followed by the award-winning Dawn of Sorrow and Portrait of Ruin for the Nintendo DS. **GD: Light and Darkness of 2D Gaming**

Petri Ikonen

Petri is the design director at Digital Chocolate Europe's Sumea Studio. Petri started as a game designer at Sumea in 2003 and has designed over 15 published mobile games. In the early 90s he started his professional career as an actor, and then moved to theatre directing and TV scriptwriting. Petri has earned an MA in drama at the University of Tampere, Finland and an MA in new media at the University of Art and Design, Helsinki. **Mobile: GD: Maximizing Meaning: Practical Uses of Semiotics for Better Mobile Game Design**

Brett Ineson

Brett is an Autodesk application engineer and a MotionBuilder specialist with disciplines in motion capture as well as keyframe animation. Brett has a diverse 3D background in the television, game, and film industries, working on projects including *Reboot*, *Transformers*, *Enter the Matrix*, and *Return of the King*. **VA: Autodesk® MotionBuilder®: Advanced Setups for Motion Editing**

Katherine Isbister

Katherine is director of the Games Research Lab at Rensselaer, where she has worked to build an undergraduate major in game design, as well as a robust program of games-related research. She received her Ph.D. from Stanford, with a focus on using ideas from social psychology to design better, more effective interactive characters. **GD: Can You Make Them Cry Without Tearing Your Hair Out? Emotional Characters; IGDA: (301) IGDA Education SIG Curriculum Workshop**

Pete Isensee

Pete is the director of the Microsoft Game Technology Group, an engineering and consulting team working to ensure game developers around the world get the most out of platforms like Xbox 360 and Windows Vista. Before working at Microsoft, he engineered massively multiplayer games at an Internet startup, worked on a variety of titles for Sierra Online, and programmed three large-scale cross-platform CD-ROM titles. **PG: TR1: C++ on the Move**

Boris Jabes

Boris is a program manager for the Visual C++ IDE team. He is responsible for improving the IDE experience for Visual C++ developers with a focus on furthering the quality of source editing, understanding, and analysis. **PG: Building High Performance Games using Visual C++ 2005**

Steve Jackson

Steve is president of Steve Jackson Games, and has spent 25 years running a successful company and designing some of the most popular and well-received games in tabletop, including Ogre, Car Wars, Illuminati, GURPS, and Munchkin. **PD: Blindtesting**

Mark Jacobs

Mark is one of the earliest developers and publishers of massively multiplayer games beginning in 1986. He is GM of EA Mythic Entertainment (which he co-founded in 1995), and his credits include games such as Dragon's Gate. He is currently working on Warhammer Online Age of Reckoning and conceptualizing the next MMORGs from EA Mythic. **BM: MMOs, Past, Present and Future**

Stephen Jacobs

Stephen is on the executive committees of the IGDA Writers and Education SIGs and of the Sandbox Symposium. He has had a second career as a journalist since 1987 and has published over 250 articles on games, entertainment, and personal technology. He's been a regular columnist for the magazines *Videomaker*, *Television Business International*, *TV 2.0*, and the technology news web site CNET. **IGDA: Developing Next-Gen Grads: Collaborating On Proactive Student Experiences**

Lee Jacobson

Lee co-founded one of the first interactive media based advertising companies in Dallas, Texas which was acquired in 1990. He later joined Midway Games, Inc. where he serves as vice president of business development and acquisitions. Lee manages product/business development, acquisitions, domestic/international licensing and strategic planning for Midway. **IGDA: Burning Mad: Game Publishers Rant**

Richard Jacques

Richard is a multiple award-winning composer of music for videogames, film, and television. Jacques has received numerous awards and accolades for his music including Best Music awards from both GameSpot and GameSpy and the Game Audio Network Guild Recognition Award. Jacques' live orchestral score for Sega Europe's cinematic action/adventure title HEADHUNTER was recorded with the London Session Orchestra. **AU: (302) Audio Boot Camp; AU: Creating More Original, Unique Music for Games**

David Jaffe

David is the creative director at Sony Santa Monica Studios, overseeing the creative direction for a number of PSP and PS3 projects, while also directing an unannounced game for the PSP. He began his game career as a tester for Sony Imagesoft. **GD: (304) Independent Games Summit**

Daniel James

Daniel is founder and CEO of Three Rings, a developer and operator of MMOs for the mass-market casual audience. PUZZLE PIRATES and BANG! HOWDY are Three Rings' titles. Prior to Three Rings, Daniel consulted on game design, toiled for many years on MIDDLE-EARTH ONLINE, and co-founded two profitable UK internet startups, Avalon and Sense Internet. **BM: Free to Play, Pay for Stuff! The Virtual Item and Micro-Currency Frontier; BM: MMOs, Past, Present and Future; GD: (109) Casual Games Summit 101; GD: (209) Casual Games Summit 201; GD: (304) Independent Games Summit; GD: Burning Man: Takeaways for Game Developers; GD: Pirates vs. Cowboys vs... Ninjas? MetaSOY and Player-Created Content**

Alexandre Jean Claude

Alexandre brings over 10 years experience to Softimage, where he currently is the team leader for the Softimage Rendering & Pipeline group. One of the original architects of SOFTIMAGE|XSI, Alexandre works very closely with Softimage's top gaming customers on their requirements for next generation development pipelines. Alexandre graduated from the Universite du Quebec a Montreal in Computer Science. **VA: Keeping up with Technology Advancements in Game Development**

David Jefferies

David started out as a games programmer at Sony/Psygnosis. That was followed by four years working on DONKEY KONG RACING and PERFECT DARK 2 at Rare. He has worked for the previous 3 years at Climax Racing including being Lead Programmer on the MOTOGP series of games for Xbox360. **PG: MotoGP'06 for Xbox 360: A Post-Mortem of our Next-Gen Tool Chain**

Soren Johnson

Soren was the lead designer for Sid Meier's CIVILIZATION IV. He also programmed the AI and worked closely with Jeff Briggs on the design of CIVILIZATION III. He joined Firaxis in 2000, after completing a B.A. in History and an M.S. in Computer Science at Stanford University. **BM: PC Gaming in an Age of Connected Consoles**

Jesper Juul

Jesper is a videogame theorist and assistant professor in videogame theory and design at the Center for Computer Game Research Copenhagen where he also earned his Ph.D. He is an editor of the *Game Studies* journal and he develops games and chat systems at his private company soup.dk. His well known blog *The Ludologist* is one of several must read game-theory blogs. **VISION: The Metagame: A Battle of Videogame Smarts**

Yasmin Kafai

As president of the International Society of the Learning Sciences, Yasmin organized in 2006 the Girls 'N' Games conference and co-edited *Beyond Barbie and Mortal Kombat: New Perspectives on Gender and Computer Games* to be published by MIT Press later this year. **BM: (104) Know Your Players: An In-Depth Look at Player Behavior and Consumer Demographics**

Jani Kajala

Jani is CTO of Rovio Mobile Ltd. and has worked on game industry professionally since 1996, and his 3D graphics programming background goes even further to 1992. He has extensive project and platform experience ranging from high end PC and PS2 and PSP to Symbian to mobile Java. He also has management experience from various positions. **Mobile: 3D & PG: 3D Convergence: Crossing Language and Platform Boundaries**

Sean Kane

Sean is experienced in litigating complex business disputes in federal and state courts at trial, appellate levels and in ADR forums throughout the country. His practice has included litigation and consultation on a broad range of intellectual property matters involving copyrights, trademarks, trade dress, trade secrets and publicity/privacy rights. He has represented clients engaged in various entertainment, communications, and consumer products business segments. **BM: Legal Ramifications of User-Created Content in Open and Closed Virtual Worlds**

Andrew Katz

Andrew is a partner in MS&K's Corporate Group. His expertise lies in corporate securities and finance, with an emphasis on asset-backed securities and on public and private offerings of equity and debt securities, primarily as issuer's counsel. Katz is also adept at general corporate representation of small to middle market entrepreneurial clients. Katz received both his J.D. and B.S. from UCLA. **BM: The New Way of Financing: Maximizing the Value of Your IP Assets**

Ladislav Kavan

Ladislav is currently working as a researcher at The Center for Computer Graphics, Czech Technical University in Prague. His main research interests involve character animation, skinning, collision detection and theoretical issues. From October 2005 to 2006, he worked as a visiting researcher at Interaction, Simulation and Graphics Lab at Trinity College, Dublin. **PG: Skinning with Dual Quaternions**

Rob Kay

Rob, a senior designer at Harmonix, was lead designer on GUITAR HERO. Trained as a 3D animator, he got his start as a game artist, but his desire to help craft the full player experience soon triggered a move into level design and ultimately game design. He joined Harmonix to head up the level design team on the innovative camera-driven game EYETOY: ANTIGRAV, after which he signed on as lead designer for GUITAR HERO. **GD: Designing Games for Everyone: Harmonix Design in Practice**

Darius Kazemi

Darius is a game developer who works on AAA MMORPGs by day, and volunteers for the IGDA by night. He had a small part in developing Worcester Polytechnic Institute game development major, and has also done work for the Serious Games Initiative. He has been a Technology Co-Officer in the IGDA Education SIG since August 2006. **IGDA: (301) IGDA Education SIG Curriculum Workshop; GCS: Tips & Tricks to Making a Lasting Impression**

Gene Keenan

Gene is VP of Mobile Services, Isobar Global. **Mobile: Vision: The New Era of Mobile Games: Advertising and Sponsorship**

Clinton Keith

Clinton currently heads High Moons' technical department, overseeing research and development of next generation game engines and researching agile methods for videogame development. Before joining High Moon, Clinton worked as director of product development/lead programmer at Angel Studios, now renamed Rock Star San Diego. Clinton helped Angel become the only studio to deliver two complete titles for PS2's launch, MIDNIGHT CLUB and SMUGGLER'S RUN. **PD: (106) Agile Game Development; PD: Agile Game Development**

Caitlin Kelleher

Caitlin is a National Science Foundation Graduate Fellow who completed her bachelor's degree at Virginia Tech, where she majored in Computer Science and minored in Physics and Math. She is currently finishing her Ph.D. in Computer Science. Her thesis work is on designing a version of The Alice project for middle school girls that presents programming as a means to the end of storytelling. **SGS: AR: Testing Assumptions: Creative Approaches to Gathering Evidence of Serious Game Impacts**

Michael Kelly

Michael joined SCEE's Technology Group in July 2006 as project lead on Sony's sound design tools to support the advanced audio features of PlayStation 3 and MultiStream. Prior to this, he worked for Creative and was responsible for implementation of high quality DSP effects on a number of hardware devices. Michael has a Ph.D. in Spatial Sound and Audio Coding from the University of York. **AU: PS3 Audio: More Than Extra Channels**

Michael Khaimzon

VA: High-Def Outdoor Environments

Amy Jo Kim

Amy (AJ) is a designer of networked games and gaming communities. Her clients include EA, eBay, Limelife, Digital Chocolate, MTV, Square/Enix and Yahoo! She's also the author of *Community Building on the Web*. AJ holds a Ph.D. in Behavioral Neuroscience from the University of Washington, and a B.S. in Experimental Psych from UC San Diego. She teaches Game Design at USC. **Mobile: GD: Putting the Fun in Functional II: Power to the Players**

Scott Kim

Mobile: GD: Putting the Fun in Functional II: Power to the Players

Chuck Kinzer

Charles (Chuck) is a professor of Education and member of the Institute for Learning Technologies. He has been involved in educational technology, simulation design, and educational learning research for over 15 years. Chuck presently serves as program coordinator in Communication, Computing and Technology in Education at Teachers College, Columbia University, home of the EGGPLANT Game Research Lab. **SGS: LIT: Serious Games: A Preparation for Future Learning Approach**

Neil Kirby

Neil is a member of Technical Staff at Bell Laboratories, the R&D arm of Lucent Technologies. He currently consults on CMMI, software architecture reviews, artifact flow-through, tool integration, and process improvement. He also teaches a two-day class, "Avoiding the Software Performance Crisis." Neil holds a masters' degree in Computer Science from Ohio State University. **PG: (205) Large-scale Engineering for Online and Offline Games; PG: Artificial Intelligence in Computer Games**

Lane Kiriyama

Lane is currently a part-owner and the CFO of Wahoo Studios, Inc. since 2002. At Wahoo, Lane handles all of the financial, human resources, and administrative activities. Prior to joining Wahoo, Lane had 20 years of financial management and accounting experience. Lane has an M.B.A. in Finance from Brigham Young University. **BM: Your Project Name, LLC: Funding Projects by Forming New Companies**

Scott Kirkland
Scott is technical director and a founding member of Evolution Studios. He developed highly optimised audiovisual solutions for the critically acclaimed World Rally Championship series. More recently, he has lead Evolution's programming team to realise Motorstorm for the global launch of PlayStation3. **PG: Applied Physics: MotorStorm**

Jamie Kirkley
Jamie specializes in researching problem-based learning environments with a focus on simulation-games and e-learning. Recently, she led development of the Problem Based Embedded Training (PBET) methodology for the Army's use of advanced technologies such as games. She is currently conducting research on game-based approaches for the Navy and NIH. Jamie holds a Ph.D. in Instructional Systems Technology and Language Education. **SGS: LIT: Scaffolding Expert-Novice Learning and Decision-Making Within a Simulation-Game**

Sonny Kirkley
Sonny is an instructional game designer and user interface designer at IIPI, and an adjunct professor in the School of Informatics at Indiana University. He holds a Ph.D. in Instructional Systems Technology. For 15 years, Dr. Kirkley has developed technology-based learning including simulation-game for corporations, K-12, higher education, and the defense sector. **SGS: LIT: Scaffolding Expert-Novice Learning and Decision-Making Within a Simulation-Game**

Garry Kitchen
Garry is president and CEO of Skyworks. From 1981 to1995, Garry was in the design and development of home videogames, on such hit titles as Donkey Kong and The Simpsons. In 1995, with the founding of Skyworks, he brought his gaming expertise to online marketing, launching the innovative LifeSavers Candystand. **BM: (202) Dealmaking for Developers 2007: Challenges for Growing an Independent Studio**

Martin H. Klein
Martin is founder, president, and CEO of Audiokinetic Inc. With a formal training in music, Klein began his career in Montreal as a musician and then turned to sound design and music production. He joined Ubisoft Entertainment in 1998 as associate producer and artistic director. Martin is the pioneer of Wwise, the integrated audio pipeline solution that allows game developers to produce truly immersive audio experiences. **AU: The Importance of Audio In Gaming: Investing in Next Generation Sound**

SJ Klein
SJ is the director of Content for One Laptop per Child. SJ has spent the last few years developing collaborative knowledge communities. He is an advocate for free access to knowledge and tools, and a long-time Wikipedian, founding the project's first newsletter and translator network, and organizing last year's international Wikimedia conference in Cambridge. **SGS: Keynote: One Laptop Per Child & Serious Games; GD: One Laptop per Child: Gaming Platform for the Developing World?**

Hiroaki Kondo
Hiroaki is based in Dolby's Tokyo office where he supports game companies with the implementation and use of Dolby technologies. Previously, Hiroaki spent 13 years as a sound creator and programmer at Capcom in Osaka where he worked on titles including Biohazard 4, Devil May Cry 3, the Monster Hunter series, and many titles in the Street Fighter series. X68000, Hiroaki's nickname in game credits, comes from his favorite computer, the Sharp X68000. **AU: Dolby Digital: The Hear and Now (Sponsored by Dolby)**

Koji Kondo
Koji has worked for Nintendo Co., Ltd., since April 1984. He managed the music composition on the epic The Legend of Zelda: Twilight Princess for Wii. Kondo worked on the music composition and sound effects for legendary games like The Legend of Zelda and Super Mario Bros on the NES. **AU: Painting an Interactive Musical Landscape**

Raph Koster
Raph is the president of Areae, Inc., a developer of virtual worlds, and the author of the widely acclaimed book, *A Theory of Fun for Game Design*. He previously worked as chief creative officer at Sony Online Entertainment, creative director for Star Wars Galaxies, and lead designer of Ultima Online and UO: The Second Age. **BM: MMOs, Past, Present and Future; BM: Where Game Meets the Web; GD: Sharing Control**

Paul Kruszewski
Paul, founder of BioGraphic Technologies (BGT) and developer of commercial "AI Animation" middleware for digital entertainment, joined Engenuity Technologies as CTO in December 2005. As CTO, Paul is responsible for driving Engenuity's creation of disruptive simulation technology such as AI.implant and its adoption in the marketplace. Paul has a Ph.D. in Computer Science from McGill University. **SGS: GD: Not Just for Combat Training: Using Game Technology in Non-Kinetic Urban Simulations**

Jesper Kyd
British Academy award winner Jesper writes captivating electronic and symphonic music for videogames and movies. Kyd is currently scoring next generation titles for Eidos and Ubisoft. Jesper's stylish musical score for Hitman: Blood Money received IGN's Xbox award for 2006 Best Original Score as well as nominations for many other awards. **AU: Creating More Original, Unique Music for Games**

Henry LaBounta
As chief visual officer for EA SPORTS, Academy Award nominee Henry uses his 20+ years in computer animation and applies them in overseeing the visuals of EA's next generation SPORTS titles. Henry came to EA via PDI/DreamWorks where he supervised visual effects for *Minority Report*. **VA: Athletic Performance: Intelligent Believable Characters**

Gerard Lafond
Gerard has over 12 years of strategic marketing and business development experience with leading interactive, media, gaming, and technology firms. He works closely with Persuasive Game clients to ensure results through proven integrated marketing, branding, and game distribution techniques. Additionally, he holds the position of president of red TANGENT, an alternative marketing agency specializing in Buzz Marketing and Interactive communications. **SGS: AR: Group Meet-up: Business Development**

Ben Laird
PG: Next Generation Destruction in the UE3 Engine

Lorne Lanning
Lorne is co-founder, president, and creative director of Oddworld Inhabitants. He is also vice chairman for the Academy of Interactive Arts and Science. He has been focused on the integration of character and environmental design, 3D animation, visual effects, game design, and interactive storytelling. Lorne holds a BFA in Motion Graphics & Visual Effects from the California Institute of the Arts and an honorary doctorate degree from the San Francisco Academy of Art University. **GD: Burning Man: Takeaways for Game Developers**

Frank Lantz
Frank is the creative director and co-founder of area/code. He has recently been involved in many real-world game projects including PacManhattan. Before area/code, Frank was the director of game design at gameLab. For over 10 years, Frank has taught game design at NYU's Interactive Telecommunications Program, the School of Visual Arts, and the New School. **VISION: The Metagame: A Battle of Videogame Smarts**

Luc Laprise
Luc has spent the last 10 years developing real-time 3D animation and broadcast software solutions with Kaydara, Alias and now Autodesk. As the FBX SDK/ FBX Plug-ins Team Leader at Autodesk, he is always striving to improve the interoperability between 3D content creation applications. Luc is a graduate from Montreal Polytechnic University with a degree in software engineering. **VA: Autodesk FBX: An Overview**

Tim Larkin
Tim is currently the audio director for Cyan Worlds. Tim has over 12 years experience in the game audio industry having created music and sound design for titles such as Half-Life 2 Aftermath and many more, as well as being an Academy Award winning sound designer for the Sony Imageworks production team's "Best Animated Short" in 2003. Most recently, Tim has created sound design and completed composing the soundtrack for Myst V: End of Ages. **AU: Audio Production: Ideas for the Next Generation...What Next?; AU: Creating More Original, Unique Music for Games**

Mike Larson
AU: The Sound Design of Gears of War

Tom Lassanske
For the last several years, Tom has worked with the Games Industry writing and integrating collision and dynamics middleware from NDL, Havok and now AGEIA. **PG: Turbulence and Integration PhysX in the Source Engine and Advance Functionality of PhysX SDK**

Lutz Latta
Lutz currently works as a lead graphics engineer at EALA. His most recent projects were the RTS titles The Lord of the Rings: Battle for Middle-Earth I and II. Before coming to the US, he worked in Germany on the Aquanox submarine FPS games on PC and PS2 and the graphics benchmark AquaMark3. He has a degree in Media Computer Sciences from the University of Applied Sciences Wedel, Germany. **PG: (105) Core Techniques and Algorithms in Shader Programming**

Nicole Lazzaro
Nicole, founder and president of XEODesign, Inc., is an award-winning interface designer and an authority on emotion and the player experience. She has spent more than 16 years researching and designing successful emotional interactive experiences from 3D adventures to smart pens. Nicole earned a degree in Psychology from Stanford University and worked in film. **BM: (104) Know Your Players: An In-Depth Look at Player Behavior and Consumer Demographics; GD: The Four Most Important Emotions of Game Design**

Matthew Le Merle
Matthew is CEO of Gameplay Holdings, LLC (www.gameplayholdings.com) a Bay Area based firm which focuses on building electronic entertainment and commerce companies. He is also Co-President of Keiretsu Forum SF/ North Bay (www.keiretsuforum.com), the world's largest Angel Investor network. **BM: Early Stage Funding for Independent Development Studios and Gaming Start-ups**

Marc LeBlanc
Marc spent the bulk of his career at Looking Glass Studios where he was a core contributor to several award-winning games. Later he joined Visual Concepts, where he worked on the SEGA sports titles and helped develop original game concepts. Currently, he is a game designer and programmer at Mind Control. Marc also co-developed Oasis, the 2004 IGF web/downloadable Game of the Year. Marc received a masters'

in Computer Science from MIT. **GD: (305) Game Design Workshop; VISION: The Metagame: A Battle of Videogame Smarts**

Jérôme Le Feuvre

Jérôme is head of Mobile Multimedia Marketing, Orange France. **Mobile: GD: Mobile Game Innovation Hunt**

Hans Lee

Hans is currently the CTO for EmSense corporation and has led EmSense's emotion sensing capabilities from drawing board to product. He also has prior experience at the MIT Media Lab in the Robotic Life group where his focus was creating life-like interactions between humans and virtual characters. **BM: (104) Know Your Players: An In-Depth Look at Player Behavior and Consumer Demographics**

Kyu C. Lee

See GDC Mobile Advisory Board page 25. **Mobile: PD: Mass Multiplayer Mobile Games and Communities Case Study: Path of a Warrior; PD: Mass Multiplayer Mobile Games and Communities – Case Study: PATH OF A WARRIOR**

Matt Lee

Matt is a software development engineer in the Game Technology Group at Microsoft, providing graphics expertise, engineering support and performance optimization knowledge to Xbox 360 game developers. Before joining GTG, he was a graphics, animation and tools developer for Microsoft Game Studios. **PG: (204) Microsoft Game Developer Day; GD: Microsoft Game Developers Hands On Workshop**

Aaron LeMay

Aaron started in the game industry in 1995 at American Laser Games. In 2000, Aaron worked as an art director at Twin Galaxies, and then as an art director with a start-up called 4D Games. Aaron took the opportunity to work with Volition in 2002 on Red Faction 2, Punisher, and Saints Row. **VA: Next-gen User Interface: What Does it Look Like to You?**

Eric Lengyel

Eric is the lead programmer at Terathon Software. He has been dedicated to 3D graphics research for over 10 years and is the author of the bestselling book, *Mathematics for 3D Game Programming and Computer Graphics*. Eric has also written many articles for industry publications. **PG: Projection Matrix Tricks**

F.J. Lennon

F.J. is an independent interactive producer, designer, and writer based in Los Angeles, CA. He has worked on over 44 published computer games and educational software titles. He recently designed, wrote, and oversaw the production of Cool School, an edutainment website commissioned by the U.S. Federal Government to teach children to resolve conflicts peacefully. **SGS: BG: Cool School: An Inside Look at a Federally Funded Conflict Resolution Game and Interactive Tool for Classrooms**

Tom Leonard

For the past five years, Tom has been at Valve as a programmer and "cabal" leader on Half-Life 2 and subsequent releases. His primary responsibilities have been AI systems and NPC design, systems programming, optimization, and leading multithreading development. From 1995 to 2000 Tom worked at Looking Glass Studios as project director and lead programmer. **PG: Dragged Kicking and Screaming: Source Multicore**

Dany Lepage

Dany has been at Ubisoft since September 2002, and working as the lead programmer and technical director of Splinter Cell – Chaos Theory for the last two years. From April 2000 to May 2002, Dany was a PC System and 3D architect at Nvidia Corporation. He holds a B.S. in Computer Engineering from Laval University. **PG: Deep Integration: Havok Physics in Next Generation Ubisoft Games**

Chi Sing Leung

Chi Sing received a Ph.D. in computer science from the Chinese University of Hong Kong. He is currently an associate professor in the Department of Electronic Engineering, City University of Hong Kong. His research interests include neural computing, communications, global illumination algorithms and GPU programming. **PG: Is There Anything Comparable to Spherical Harmonics But Simpler?**

Adam Levenson

Adam's has contributed to games as a composer, sound designer, supervisor, and audio director. Adam recently became one of the first studio-wide audio directors at Activision. He holds a bachelor's degree in orchestral music at Boston University and a masters' degree in world music at the California Institute of the Arts. **AU: How to Produce an Effective Demo Package**

Matt Levy

Matt is technical lead and SDK manager for SNAP Mobile, Nokia's connected Java mobile gaming platform. He is responsible for global technical development, server and platform architecture, and developer SDK. Since joining Nokia four years ago, he has been a lead programmer for Nokia's SNAP Mobile technology. He holds a B.A. in Computer Science from Vassar College, N.Y. **Mobile: GD: Developing a Connected Mobile Game for J2ME Handsets Using SNAP Mobile: An Easy Step-by-step Guide**

Robb Lewis

As a pioneer in digital commerce, Robb has been creating innovative e-commerce, DRM and Interactive advertising product solutions for over 10 years. Currently Robb drives the ecommerce and interactive marketing product strategy for Macrovision's games network. Robb is a strong advocate of consumer controlled media and advertising consumption. **BM: In-Game Advertising 2007**

David Ligon

David is a senior product manager for QUALCOMM CDMA Technologies (QCT). At QCT, he is responsible for 2D/3D graphics for hardware and software, and works with carriers OEMs and developers to identify their needs for graphics products in various markets. He was a founding member and chair of the OpenGL Performance Characterization Committee. **Mobile: 3D & PG: Supercharged Wireless 3D Gaming Through Hardware Acceleration**

Ming Lin

Ming is currently a professor of Computer Science in the University of North Carolina at Chapel Hill. She was the general chair and/or the program chair of the First ACM Workshop on Applied Computational Geometry and other Symposiums. She also serves on the Steering Committee of ACM SIGGRAPH/EG Symposium on Computer Animation. **AU: Realtime Physically Based Sound Synthesis for Games**

Paul Lindberg

Paul is a Senior Software Engineer at Intel Corporation. Paul has been designing and writing software for nearly 20 years, in a variety of product and research areas. He focuses on threading games for performance. **PG: (207) Threading Games for Performance: A One Day Hands-On Workshop by Intel**

Noel Llopis

See Advisory Board page 22. **PD: (106) Agile Game Development**

Henry Lowood

Henry is curator for History of Science & Technology Collections and Film & Media Collections at Stanford University, and lecturer in Science and Technology Studies, Film & Media Studies, and the IHUM Program. He has written widely in the history of science and technology, historical game studies, and game-based performance. He directs a research project sponsored by the Stanford Humanities Laboratory (SHL), and is also co-director of SHL. **IGDA: Preserving Games: Saving the Past and Setting Safeguards for Today; IGDA: Ten Games You Need to Play: The Digital Game Canon**

Michelle Lucey-Roper

Michelle is the Learning Technologies project manager at the Federation of American Scientists in Washington, D.C. Her current work involves the research, development and evaluation of learning games, as well as working to advance federal policy initiatives in learning science and technology. **SGS: AR: Two Reports but What Now?**

Paul Maglione

Paul is president of Vivendi Games Mobile, a division of Vivendi Games. He is responsible for leading the company's worldwide mobile games initiatives including all major functions of the business including sales, marketing, operations and business development. Previously, he was senior VP of Publishing and Marketing for I-Play. He holds an M.B.A. from the London Business School and a bachelor's degree in economics from Brown University. **Mobile: PA: Evolving Landscape of Mobile Gaming Roundtable**

Jon Mak

Jonathan is a skinny Chinese kid with long, black, curly hair. Due to his inability to quickly formulate sentences, he chooses to express himself via music and games. His works include Gate 88, ToJam Thing (a Toronto Game Jam '06 contribution), and the soon to be released Everyday Shooter. **GD: (304) Independent Games Summit**

Shalom Mann

As VP of Sony Pictures Games Studio, Shalom oversees all design and production of mobile games as well as casual online games for Sony Pictures Digital sales and marketing. Shalom and his team are responsible for designing, developing, and producing 15–20 quality game products a year for multiple platforms. He graduated from California Polytechnic State University, Pomona with a degree in Advertising/Marketing. **Mobile: DD: The Golden Nickel: Moving Beyond 5% Market Share**

Howard Marks

Howard is the CEO of Acclaim Games, the rebirth of the former Acclaim Entertainment, an online social gaming company with free to download multiplayer games, in-game advertising and virtual items. Howard is president of the recently formed Online Game Consortium. Marks was chairman of Activision Studios from 1991-1997. **BM: Online Games: The Asian Flu**

Adam Martin

Adam specializes in online-games development – servers, security, and system architecture. His most recent work includes: next-gen MMOFPS, online distribution systems, and commercial Alternate Reality Games. Previously chief architect of the GrexEngine, an MMOG middleware solution, he has written chapters on networking for both *Game Programming Gems 4* and *5*. **IGDA: ARG Group Gathering**

Steven Masters

GD: Improve Your Odds: Applied Patterning in the AI of Rainbow Six Vegas

Michael Mateas

Michael's work explores the intersection between art and artificial intelligence, forging a new art practice and research discipline called Expressive AI. He is currently a faculty member at the Georgia Institute of Technology, where he holds a joint appointment in the College of Computing and the school of Literature, Communication, and Culture. With Andrew Stern he developed the interactive drama Façade. **SGS: GD: Next-Gen Conversational Characters for Serious Games**

Devin Maxwell
Devin is the director of development for the LoudLouderLoudest Music Production Company. There he oversees a staff of full-time composers and audio engineers developing multimedia and audio content for mobile devices. **AU: Mobile Audio Has Gone Bizerk!**

Jonathan Mayer
Jonathan began work as an associate music supervisor with SCEA in 2005 after 10 years of working as a freelance composer, engineer and producer. Prior to his career in the music business, Jonathan worked eight years as a computer technician building customized gaming solutions for clients on the cutting edge of gaming technology. **AU: Music: Design, Production and Implementation**

Matt Mazerolle
Matt's worked on the core architecture of Softimage XSI, contributed to the Dave Mirra BMX series of extreme sports games, and even started his own game development studio in Montreal. Matt now manages the game technology team of the Assassin's Creed project. **GD: Chaos vs Control: Creating Gameplay From Crowd Behavior in Assassin's Creed**

Seamus McAteer
Mobile: PA: Evolving Landscape of Mobile Gaming Roundtable

Michael McCormick
Michael has worked as a designer on a variety of games, such as The Sims, SimCity 4, several educational Star Wars games, and most recently, Brooktown: Senior Year. Michael is interested in interactive storytelling and is currently a senior designer at Backbone Entertainment. **GD: (101) Interactive Storytelling Boot Camp**

Kitt McCurdy
As the GameSpot Trax analyst for CNET Networks Entertainment, Kitt oversees and manages GameSpot Trax. She also acts as the liaison between the Trax product and clients who use Trax to develop and analyze effective PR and marketing strategies. Kitt has an online marketing background and holds a bachelor's in Business Administration from the University of San Diego. **BM: How to Succeed in the Current-Gen World: Intelligent Decision-Making with GameSpot Trax**

Chuck McFadden
Chuck is the QA manager at Namco Bandai Games and previously ran the QA department at LucasArts. Chuck has worked in QA for nearly seven years and has an intimate understanding of the QA process. **PD: Improving the QA Process**

Jane McGonigal
Jane is a lead designer for 42 Entertainment, where she specializes in online and real-world massively multiplayer games. Recent projects include Hex168 for the launch of the Xbox 360; Last Call Poker for the launch of Activision's GUN, and I Love Bees, for the launch of Halo 2. She has a Ph.D. in performance studies. Her research focuses on the relationship between ubiquitous and pervasive computing and game design. **GD: The Game Studies Download: Top 10 Research Findings; SGS: AR: Erasing The Delta: Creating Games Where There is No Gap Between Play and a Specific Task; SGS: Keynote: The Future of Collective Play: Fostering Collaboration, Network Literacy, and Massively Multiplayer Problem-Solving through Alternate Reality Games**

Rory McGuire
Rory began work at High Moon as an assistant designer and has risen to currently be the acting senior designer on an un-announced generation product. Rory has watched as High Moon (then Sammy Studios) has spent a number of years integrating Scrum, the pitfalls encountered, the triumphs had, and explicitly, how this has aided designers in making the best product possible in the least amount of time. **PD: (106) Agile Game Development; GD: Game Design in Agile Development**

Skip McIlvaine
Skip is a developer relations manager in the Game Technology Group at Microsoft, supporting developers in making the best possible games for Xbox and Windows. He has helped launch technologies for Media Vision, Aureal, Sega and Microsoft. **PG: (204) Microsoft Game Developer Day**

Andrew McLennan
Andrew is a 14 year veteran game designer, and CEO of Metaforic. He has a varied past from PBM operator through to console developer, he now devotes his time to casual games. Andrew recently designed the Windows Vista Showcase Title, Spinword. **GD: A Working Notation for Game Design**

Mike McShaffry
Mike is currently head of studio for BreakAway Games Austin, working on serious games and next-gen console titles. Mike co-founded Compulsive Development in 2000, serving as Head of Studio, which completed four casual games for Microsoft. In August, 2002 Compulsive was acquired by Glass Eye Entertainment. Mike holds a B.S. of Computer Science from the University of Houston. **PD: Bend Microsoft Project to Your Will**

Mark Stephen Meadows
Mark (aka Pighed) is an artist, writer, and engineer with over 15 years experience in interactive media. Co-founder and creative director of HeadCase Humanufacturing, he has also spent time at Xerox-PARC, Stanford Research Institute, and The Waag. Mark helped build the third commercial web server (1992), the first open-protocol 3D multi-user environment (1997), and has won many awards. **GD: The Emotion Machine called 'NPC'**

Chris Melissinos
See GDC Mobile Advisory Board page 25. **GD: (109) Casual Games Summit 101**

Larry Mellon
Larry, VP and system architect for Emergent Game Technologies, has a diverse background in complex distributed systems to bear on the development challenges of EA's The Sims Online and The Sims 2. As a lead architect in DARPA's Advanced Distributed Simulation, Synthetic Theatre of War, and Advanced Simulation Technology Thrust programs, Larry was a key contributor to the DoD's High Level Architecture and Run-Time Infrastructure 2.0 (now IEEE 1516). **PG: (205) Large-scale Engineering for Online and Offline Games**

Lloyd Melnick
Lloyd has been involved with publishing and licensing computer and videogames for over 13 years. As a co-founder of Merscom, Lloyd has marketed, produced, and published over 150 games for both the casual and core gamer market. Lloyd has also developed and implemented Merscom's retail distribution network both in the United States and Europe. **GD: (304) Independent Games Summit**

Maxime Mercier
Maxime is the Lead Animation Programmer on Conviction, a Next Gen game from Ubisoft. Before that he worked at Microsoft for 6 years building sports games like NFLFever 2003 and NHL Rivals2004. **PG: Deep Integration: Havok Physics in Next Generation Ubisoft Games**

Steve Meretzky
Steve joined Blue Fang in late 2006. He co-founded Boffo Games, where he created Hodj 'n' Podj and The Space Bar. He was creative content director for five years for WorldWinner.com, where he continues to serve as an advisor. Prior to joining Blue Fang, Steve was lead designer for Floodgate, and has also done consulting work for Activision, Blizzard, EA, and many others. **GD: (109) Casual Games Summit 101; GD: (209) Casual Games Summit 201; IGDA: Ten Games You Need to Play: The Digital Game Canon**

Houman Meshkin
Houman has been a software engineer in the game industry for over 11 years. He's worked at Cyclone Studios/3DO, 3dfx Interactive, Rainbow Studios/THQ and Perpetual Entertainment. His focus has always been in real-time graphics and rendering techniques used in 3D games. He's also had experience working at 3dfx where his main role was to demonstrate the capabilities of their latest graphics hardware. **PG: Sort-Independent Alpha Blending**

Oliver Miao
Oliver is the general manager of Centerscore, a Vivendi Games Mobile studio. Prior to Centerscore, Oliver was in management at Marimba, an enterprise Java company. He attributes the success of Centerscore to the talent, creativity, and dedication of its team. **Mobile: PA: Why We Sold: Preparing for the Future of Mobile Games**

Matt Mihaly
Matt founded Iron Realms Entertainment in 1996, and went on to pioneer the virtual item sales model in 1997 with the text MUD/MMO Achaea, on which he served as lead designer and producer until 2005. He has executive produced three other MMOs since then, is overseeing a text MMO based on best-selling fantasy author Raymond E. Feist's works, and is producing and designing Iron Realms' first foray the world of graphical MMOs, Earth Eternal. **BM: Free to Play, Pay for Stuff! The Virtual Item and Micro-Currency Frontier; BM: Using Creative Design to Monetize Virtual Worlds (Three 20-minute lectures)**

Sean Miller
Sean is an art director for High Moon Studios developing next-gen games for consoles. Joining Sammy Studios to create original IP, he served as lead artist for the critically acclaimed original FPS, Darkwatch, where he came into contact with Agile Development. Since then, he has become a certified Scrum Master and has been helping to refine the Agile methods the studio has adopted to fit the unique needs of game development. **PD: (106) Agile Game Development**

Joe Minton
Joe is a partner at Digital Development Management. Before co-founding DDM, Joe served as president of Cyberlore Studios. At Cyberlore, Joe was responsible for overseeing day-to-day operations, setting the corporate direction, building a management team, and maintaining a tight ship in a competitive industry. Joe is an expert on studio organization, personnel management and communication systems. **BM: Getting Through Greenlight**

Martin Mittring
Martin started his first experiments early with text-based computers, which led to a passion for computer and graphics in particular. He studied computer science and worked in a German games company. He is currently lead graphics programmer at Crytek where he worked on the Polybump tools and various modules for the game Farcry. **PG: (105) Core Techniques and Algorithms in Shader Programming**

Peter Molyneux
Peter co-founded Bullfrog Productions in 1987 and created a new genre of computer games with the release of Populous. Since then, Peter has been responsible for a string of massive selling games including Powermonger. In 1997 Peter left Bullfrog Productions to form Lionhead Studios. He recently was inducted into the Academy of Interactive Arts and Sciences Hall of Fame. **GD: Innovations in Fable 2**

SPEAKER BIOS

Lennie Moore
Over the last 20 years, Lennie Moore has composed music on five videogames, 10 feature films, and orchestrated on 30 feature films/television movies and over 120 commercials. **AU: The Art of Orchestration: Part Deux!**

Cal Morrell
BM: The Hidden Costs and Benefits of Digital Distribution

Mark Morris
Mark joined forces with Chris and Thomas to found Introversion after completing a masters' degree in Computer Science at Imperial College, London. Mark is responsible for the day-to-day running and operation of Introversion, acting as project manager and arbiter between the commercial and development sides of the team. **PD: After the Party: Introversion Software One Year on from IGF 2006**

Joshua Mosqueira
Joshua's credits include the critically acclaimed real-time strategy games Company of Heroes, Dawn of War, and Homeworld 2. Prior to joining Relic, Joshua worked at Vicarious Visions as a console game designer. Joshua began his career writing pen-and-paper RPGs for publishers such as White Wolf. Joshua holds degrees in Cinema Studies and Literature. **GD: Theory into Practice: Single Player RTS design for Company of Heroes**

George Moutsiakis
George has been working in the field of user research and usability for close to 15 years. He has a Ph.D. in Cognitive Psychology from Wayne State University where he got his start during grad school, working as an intern at General Motors. After grad school George moved on to Seattle University where he served on the faculty from 1994-1997. He currently works for Microsoft Game Studios. **Mobile: GD: Removing Barriers to Fun in Mobile Games**

Scott Mucci
Scott is an 11-year product management veteran who now leverages this experience with Fox Interactive Media/IGN Entertainment to help build cutting edge data analytics systems for the videogame industry. Prior to IGN, Scott was the strategic product manager for Software Integration at Sun Microsystems where he helped drive the collaboration of over 100 different engineering teams. **BM: 30 Million Gamers Can't Be Wrong**

Tim Mulligan
In his position of senior brand manager for EA Mobile, Tim manages the development of a global brand strategy and brand specific marketing plan for EA Mobile titles including the EA SPORTS catalog. Tim also supports the creation and execution of a three year strategic plan for the EA Mobile brand and manages the brand identity and aesthetics as well as ensures consistent integration with EA console teams in all marketing efforts. **Mobile: DD: From the Big Screen to the Small Screen: Leveraging Consoles to Market Mobile Games**

Taku Murata
Taku is general manager of Technical Research Division at Square Enix Co., Ltd. He is leading the effort to establish technical development environment for next generation content. Taku joined Square Co., Ltd in 1991 as a programmer. Since then he has played key roles in the development of major titles such as Final Fantasy XII and Secret of Mana. **GD: Final Fantasy XII Postmortem**

Dave Murrant
Dave has been working as a sound designer/composer in the videogame industry for over 10 years. He has been at Sony Computer Entertainment America (SCEA) for over three years managing the development and implementation of the sound effects, dialog and cinematic postproduction as well as developing the final mix for projects he is involved. **AU: Audio Production: Ideas for the Next Generation...What Next?; AU: PS3: Audio Development From the Trenches**

Ray Muzyka
Ray is the joint CEO and co-executive producer at BioWare Corp, and a corporate vice president and director at BioWare/Pandemic Studios. He co-founded BioWare with Greg Zeschuk in 1995. Ray and Greg were the co-executive producers on the Neverwinter Nights series and many more. BioWare is also developing next generation engine technology (the BioWare Eclipse Engine) with its Technology Architecture Group. **BM: Early Lessons in Digital Distribution; GD: Sharing Control**

Eben Myers
Eben leads production at Etcetera Edutainment, where he oversees the creation of training games and simulations. Most recently, he served as lead designer and project manager on the Alcoa SafeDock project. He holds a B.A. from Swarthmore College and a masters degree in Entertainment Technology from Carnegie Mellon University. **SGS: GD: Alcoa SafeDock: A Serious Game Design Case Study**

Robert Nashak
Robert is General Manager of Yahoo! Games. Prior to joining Yahoo! Robert lead creative development at Glu Mobile, was vice president of product development at Acclaim Entertainment and was executive producer at Vivendi Universal Games. **GD: (209) Casual Games Summit 201**

Tomas Neumann
Tomas attained his degree in computer science at the Technical University, Braunschweig. He worked for three years at the Institute of Computer Graphics developing graphical and acoustic techniques in VR and CAVE environments. He currently works for Crytek's R&D team as the audio programmer and has led the transition to a data-driven audio workflow. **AU: How to Convert to Data-driven Audio and What Can Go Wrong**

Markus Nilsson
Markus is the strategic product manager Content & Media within Ericsson Multimedia solutions division. He has been working within the mobile content space the past six years and has a previous IT industry background. **Mobile: PA: IMS Enabled Multiplayer Gaming**

Todd Northcutt
Todd is the director for the GameSpy Technology group at IGN Entertainment. He left academia and organometallic chemistry in 1999 to join GameSpy in hopes of providing game developers the means of making a richer online gaming experience. **GD: Breaking the In-game / Out-of-game Barrier**

Maarten Noyons
Maarten has been working in the media industry for 25 years. Throughout his career Maarten has been involved in innovation and bridging media. In 1997 he launched Ibidlive, an interactive TV channel broadcasting 'live auctions' in the US, the UK and the Netherlands. In 2004 he started the successful International Mobile Gaming Awards. **Mobile: GD: The IMGA 2006 Edition: Results and Outlook**

Christopher Oat
Christopher is a senior software engineer in AMD's 3D Application Research Group where he is the technical lead for the group's demo team. He focuses on the development of cutting-edge rendering techniques for leading edge graphics platforms. Christopher has published several articles in the *ShaderX* and *Game Programming Gems* series. **PG: Graphics Tips & Tricks from AMD's Demo Team**

Bruce Oberg
Prior to co-founding Sucker Punch Productions in 1998, Bruce was a senior engineer at Microsoft, working as the development lead for Microsoft Word. He also worked on Microsoft Mail for the Macintosh. Before that, Bruce was an engineer at AT&T Bell Laboratories. He has a M.S. in Computer Science from the University of Washington. **PG: 3D in 3D: Rendering Anaglyph Stereographics in Real-time**

Gregory Oberg
Greg graduated Rensselaer Polytechnic Institute in 2002 with a dual major in Computer Science and Psychology. As an undergrad he led the Omega Worlds project, a study in AI and gaming as a subdivision of the then-new Minds and Machines program. Greg started at Vicarious Visions his senior year, and has since worked on GBA, DS, and a variety of cell phones. Most recently Greg was lead programmer on Over the Hedge DS. **PG: 3D Tricks: Engineering Innovation on the Nintendo DS**

John O'Brien
John has been a lead engineer at Red Storm for the past nine years, primarily working on AI. He developed the AI for Tom Clancy's Politika, Tom Clancy's Ruthless.com, and Shadow Watch. More recently he was co-lead engineer on Rainbow Six: Lockdown PS2 and he is currently lead engineer on Rainbow Six: Lockdown PC. **PG: Embodied Agents in Dynamic Worlds**

Susan O'Connor
Susan has been writing stories for games since 1998. Her client list includes Activision, Atari, Epic Games, Microsoft, Midway, THQ, and Take-Two Interactive. Her portfolio includes a dozen titles in a variety of genres, including first-person shooters, RTS titles, action-adventure games, RPGs, and MMOs. Recent projects include Gears of War (Epic/Microsoft) and Bioshock (Irrational/2K). **GD: Writing For The Hero with a Thousand Faces – Storytelling Challenges and Gears of War**

Greg O'Connor-Read
Greg is editor of Music4Games.Net and instrumental in the promotion of numerous breakthrough original videogame soundtracks including Halo 2, Hitman series, and many more. In 2003, Greg lobbied for and secured the BAFTA award for best "Original Music" in a videogame. He serves as an advisory board member of the Game Audio Network Guild (G.A.N.G.) and peer member of AIAS. **AU: Creating More Original, Unique Music for Games**

Casey O'Donnell
Casey is a Ph.D. candidate in the Science and Technology Studies Department at Rensselaer Polytechnic Institute and has performed ethnographic fieldwork at Vicarious Visions over the past two years. His dissertation research is being funded by a National Science Foundation grant. His work examines the diverse forces and activities that shape videogame development, and make it tenable in today's globalized economy. **BM: Mapping Your Corporate Geomorphology; IGDA: Quality of Life in a Global Game Industry**

Ross O'Dwyer
Ross is currently heading up Developer Relations for Havok in the United States. He's been with Havok for over six years, during which time he's been involved in all areas of product development. In 2003, after three years in development in Ireland, Ross moved to the U.S. to bolster Developer Relations and since then he's been lucky enough to work with a host of talented people in the industry. **PD: Taking Control of Your Middleware**

Dan O'Connell Offner
Daniel is the founder of Offner & Anderson in Los Angeles and has participated as a panel member on the GDC software contracting tutorial for several years. Daniel has an extensive law practice representing software developers, publishers, and creative talent. His clients include THQ and Ubisoft. **BM: (202) Dealmaking for Developers 2007: Challenges for Growing an Independent Studio**

Jerry O'Flaherty
Jerry has traveled the industry for 16 years, working on the art side from production to art direction. He joined Epic fresh from the dry heat of EA Las Vegas, and before that as one of the founders of Ion Storm. **VA: Adapting Digital Cinematography Techniques for Game Development**

Jon Olick
Jon has been working on games and games technology professionally for the past eight years, helping to create games such as Medal of Honor: Allied Assault. Currently, Jon is a senior programmer on the ICE team, a Sony Computer Entertainment first party technology group based at Naughty Dog, where he plays a key role in the design and development of many Sony first and third party tools and technologies for PlayStation 3. **PG: Presenting EDGE: Advanced graphics tools and technologies for PlayStation 3 development; PG: RSX Best Practices**

Andrew Oliver
Andrew is co-founder and co-owner of Blitz Games and took on the role of technical director when he and his twin brother Philip started the company in 1990. In April 2003 he was appointed CTO and is now responsible for all aspects of the company's game development direction as well as ensuring that the company's reputation for high quality standards and prompt delivery is maintained. **GD: Creating Innovative Launch Titles for the Nintendo Wii and Its Unique Controller**

Shaul Olmert
Shaul joined Nickelodeon in 2005, and since then has been supervising the company's paid online services, including e-commerce, paid games, and more. Prior to joining Nickelodeon, Shaul worked for Oberon Media, a publisher of casual games as the director of business partnerships. **GD: (209) Casual Games Summit 201**

Mike Olsen
GD: Survival of The Family: The Saga of Creating and Shipping THE GODFATHER: THE GAME

John O'Neill
John is director of business development managing the Vicious Engine brand. John began his games industry career at MicroProse in 1994, initially working as a programmer and ultimately building business and vendor relationships. Working internationally, he successfully established and managed the consulting branch for InstallShield Software, Ltd. John holds a B.S. in computer science from North Carolina State University. **GCS: Pitch your Game Idea; Sell Your Game**

Michael Oneppo
Michael is a program manager on the Microsoft Direct3D team, currently focusing on D3DX and shader technologies for Direct3D 10 and beyond. Michael received his BS in computer science from Brown University, focusing on graphics for VR and visualization. **GD: Microsoft Game Developers Hands On Workshop**

Rob Ormond
Rob is a senior services engineer and professional services consultant within the Autodesk Consulting organization. During his six years at Alias and now Autodesk, he has worked with clients as both a consultant and trainer. As a Maya rigging specialist, he has worked for companies such as Sony. As a Maya product specialist, his work ranges from educational courseware development to field demonstrations and sponsored seminar presentations. **VA: (107) Autodesk Maya: Large Data Set Handling and Data Re-use for Next Generation Pipelines**

Scot Osterweil
Scot is creative director of MIT's Education Arcade. Before coming to MIT, he designed ZOOMBINIS ISLAND ODYSSEY, winner of the 2003 Bologna New Media Prize. Scot is the creator of the ZOOMBINIS, and co-designed the multi-award winning ZOOMBINI'S LOGICAL JOURNEY, and ZOOMBINIS MOUNTAIN RESCUE, as well as the games SWITCHBACK, and YOIKS! **SGS: GD: The Road From Zoombiniville**

Jason Page
Jason has been working as both programmer and composer in the computer games industry since 1988. His music credits include titles from the 8 and 16bit era as well as PS titles, including Gran Turismo. Currently, as audio manager in the Technology Group at SCEE, Jason manages the team that has been creating the PlayStation 3 MultiStream audio engine, supports developer audio requirements for all PlayStation platforms, and writes sample code. **AU: (302) Audio Boot Camp; AU: PS3 Audio: More Than Extra Channels**

Kim Pallister
Kim does business development and developer relations for Microsoft's Casual Games Group. He joined Microsoft in 2005 and has worked with the games industry for over 12 years managing developer relations teams with Intel and previously with Matrox Graphics. Kim was also editor-in-chief of the *Game Programming Gems 5* book. **GD: Sharing Control; IGDA: Bloggers/Journos Group Gathering**

Jim Parker
Jim has been a professor of computer science for 25 years. Starting in programming and computer simulation, he conducted research into computer vision for many years before discovering the joys of game development in 1998. Since then he has taught, designed, and built games in an academic environment. He is the author of *Start Your Engines: Developing Driving and Racing Games* published by Paraglyph, 2005. **SGS: AR: Group Meet-up: Educational Game Designers**

Brett Paterson
AU: (302) Audio Boot Camp

Leonard Paul
Leonard attained his honors degree in Computer Science at Simon Fraser University in BC, Canada with an extended minor in Music concentrating in electroacoustics. He started in the videogame industry over 10 year ago and is a widely recognized lecturer on the topic of game audio. Leonard teaches videogame audio at the Vancouver Film School, as well as being an independent game audio contractor with his company Lotus Audio. **AU: Advanced Granular Synthesis for Next Generation Games**

Daniel Peacock
Daniel as been with Creative Labs for eight years, during which he has worked with game developers to add support for Creative Labs' range of products into their applications. More recently, Daniel has been working on the PC implementation of Open AL, and adding support for both Open AL and EAX 3.0 to JEDI KNIGHT 2, and SOLDIER OF FORTUNE 2. **AU: (302) Audio Boot Camp**

Bryan Pearson
As a graduate of the USC's Computer Science department in 2000, Bryan earned a minor in Multimedia and Creative Technologies, and is now a more than six year veteran programmer with five published games to his credit. Bryan was the audio programmer for CALL OF DUTY 2 (Xbox 360/PC)], which won numerous audio awards. **AU: Multichannel Audio: Techniques for a Hi-Def Experience**

Andrew Pedersen
In his role as executive producer for Pogo, Andrew oversees the Pogo.com studio, and is intricately involved in the creation of new and innovative products and services for the online casual game player. Since Andrew started working at Electronic Arts' Pogo.com six years ago, he has been instrumental in the growth of the brand, and driven efforts to launch Pogo.com over multiple platforms and business initiatives. **GD: (109) Casual Games Summit 101**

Tony Pereira
Anthony began as an independent videogame retail owner and later progressed to buying for a major videogame retail chain. He currently handles business development and developer relations for Capcom Entertainment and has been involved in acquiring product, as well as assisting Capcom in the process of entering the world of mobile entertainment. **BM: Getting Through Greenlight**

Steve Perlman
Steve is an entrepreneur and inventor devoted to pioneering production, entertainment, multimedia, communications, and consumer electronics technologies and services. Products he has created include Mova Contour Reality Capture, the underpinnings of Macintosh multimedia technology, including QuickTime. As president of Mova, Steve's work includes motion capture for *Eragon*. Steve is also the CEO of Ice Blink Studios. **VA: Real-time Photoreal Motion Capture with Contour**

Nicholas Perrett
Nick has eight years of sales, marketing, and strategy experience in the technology, media, and telecoms industries. Nick joined Image Metrics in 2001 and manages the company's key interactive accounts. He is credited as producer, facial animation on a number of Image Metrics' products. Nicholas trained as a consultant with Arthur Andersen & Co. Nick holds a first-class honors degree in Economics from Bristol University. **VA: Performance Driven Facial Animation (Sponsored by Image Metrics)**

Heidi Perry
Heidi oversees product, channel, and brand marketing for PlayFirst, a leading casual game publisher. Prior to her role at PlayFirst, she led marketing for Yahoo! Games and helped the early AtomShockwave founders prove the commercial viability of premium games content for the mass market. **GD: (209) Casual Games Summit 201**

David Perry
See Advisory Board page 23. **BM: Developers and Investors: A Marriage Made in Heaven?**

Michael Perry
Michael is a 14-year veteran of Maxis/EA. Michael produced and designed the award-winning title SIMFARM, Yoot Saito's award-winning title SIMTOWER, and produced/programmed the Windows 95 version of Will Wright's SIMCITY Classic, and led the architecture design and development of the groundbreaking Sims Exchange on TheSims.com web site. Most recently, Michael was a creative director on THE GODFATHER: THE GAME. **GD: Survival of The Family: The Saga of Creating and Shipping** THE GODFATHER: THE GAME

Eric Peterson
Eric is the President and co-founder of Vicious Cycle Software, Inc. and its divisions, Monkey Bar Games and Vicious Engine. He is responsible for business development, legal affairs, marketing, financials, day-to-day operations, and serves as the company liaison to publishers, licensors, contractors and vendors. **BM: Taking Control of Your (Studio's) Destiny**

Milan Petrovich
Milan is the academic director for Game Art & Design at the Art Institute of Las Vegas. He has taught game design theory and development at the Art Institute since 2003. Prior to the Art Institute, he was director of Production for WireBreak Entertainment. He received his MFA from the USC School of Cinema-Television where he studied the development of online games under the Sega Interactive Fellowship. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

Hilmar Petursson

Hilmar is the CEO of CCP, the creators of the sci-fi online game EVE Online, has led the company's explosive growth in terms of size and influence as evidenced by the number of CCP employees and EVE Online subscribers quadrupling since he took the helm in January 2004. Currently, he is also active on a number of boards and committees relating to Icelandic information technology and innovation. **GD: It's Full of Stars! A Look at the Technology Running the EVE Online Universe (Sponsored by IBM)**

Howard Phillips

Howard has 25 years of consumer software experience serving as creative director for Nintendo and LucasArts, VP development for THQ and Absolute, and studio manager and design director for Microsoft. Howard retired from Microsoft to form an educational technology consultancy, pursue interesting partnerships, and launch an innovative education middleware venture. **SGS: AR: What We Know: Eliminating Noise with Simple Truths**

Mark Stephen Pierce

Mark has been developing games for 25 years, he co-founded Macromedia, co-authored, directed, and created the original hits Dark Castle and Beyond Dark Castle. At Atari Games, he created coin-op originals: Road Blasters, Klax, Pit-Fighter, Road Riot 4WD. In 2001, he founded Super Happy Fun Fun with released titles: Ace Yeti Trapper, Simon, Poker Superstars, and more. **Mobile: GD: Mobile Game Development: Are We Having Fun Yet?**

Sergio Pimentel

Combining his knowledge of music, licensing experience, and industry contacts with his account management background, Sergio is responsible for managing the music licensing on all internally developed games at SCEE's London studio as well as some second and third party titles, ensuring that their music requirements are realized. Prior to this, Sergio was creative director at music consultancy CouchLife. **AU: (302) Audio Boot Camp; AU: Music Licensing for the Next Generation**

Yusuf Pisan

Yusuf received his Ph.D. in Artificial Intelligence from Northwestern University. He is a senior lecturer on game design and game programming in the Faculty of Information Technology at the University of Technology, Sydney and the co-director of the Creativity and Cognition Studios research group. Yusuf initiated and chaired the first Australasian Conference on Interactive Entertainment. Yusuf is one of the founders of the Sydney Chapter of ACM SIGGRAPH. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

Jeff Pobst

Jeff has held roles as a game programmer, producer, chief operating officer of a game development company, and most recently a group leader at Microsoft for the Xbox and Xbox 360 platforms. Jeff has worked on four different platforms bringing games in The Half-Life, Homeworld, and Lord of the Rings franchises to market in addition to many others. **BM: (104) Know Your Players: An In-Depth Look at Player Behavior and Consumer Demographics**

Shannon Posniewski

Shannon has engineered and developed software for a number of technology companies. He worked at Stellar Semiconductor as both software and hardware engineer. Stellar was acquired by Broadcom Corp, where Shannon led development of cable set-top box software and hardware. Joining Cryptic, Shannon designed the architecture of and implemented the combat engine for City of Heroes and Villains as senior programmer, and was promoted to director of Technology for Cryptic. **GCS: Inside Cryptic Studios: Art, Programming, and Design**

Simon Pressey

Simon has been an audio engineer/producer for more than 20 years. He spent 10 years as chief engineer at Le Studio working with a diverse variety of popular music artists. Simon joined Ubisoft Entertainment Inc. in Montreal on January 2000. Simon's role at Ubisoft has grown to include artistic and musical direction of audio designers and composers. **AU: How to Produce an Effective Demo Package**

Steve Rabin

Steve is a senior software engineer at Nintendo of America, where he researches new techniques for Nintendo's next generation systems, contributes to SDKs, and supports Nintendo developers. Before Nintendo, Steve worked primarily as an AI engineer at several Seattle start-ups. Steve is an instructor for the Game Development Certificate Program through the University of Washington Extension and is also an instructor at the DigiPen Institute of Technology. **PG: Artificial Intelligence in Computer Games**

Nikunj Raghuvanshi

Nikunj graduated with a B.Tech. in Computer Science from IIT Kanpur (India) in 2003. After that, he joined UNC Chapel Hill as a graduate student. For the past year and a half, he has been working towards his Ph.D. on physically based sound synthesis under the guidance of Prof. Ming C. Lin. Currently, he is working on integrating his research with Crystal Space, an open source game engine. **AU: Realtime Physically Based Sound Synthesis for Games**

Gabriel Ramsey

Gabe, an attorney in Orrick, Herrington & Sutcliffe's Silicon Valley office and a member of the firm's Intellectual Property group, focuses his practice on intellectual property litigation. Gabe co-chairs the firm's Gaming and Entertainment group. He has experience in technology and entertainment related matters involving copyright, trademark, trade secret, and patent law. **BM: Legal Issues Affecting The Creation And Implementation Of DRM Systems**

Dave Ranyard

See Advisory Board page 23. **AU: (302) Audio Boot Camp; AU: Music Licensing for the Next Generation; GD: The Experience is King: Social Gaming for the Next Generation**

John Ratcliff

John has contributed technology to hundreds of games with Digpak and Midpack. His most recent game project was developing the 3D engine and tools for Planetside (SOE). Now John is working on a set of open source tools for artists, designers, and developers to facilitate the integration of dynamics physics content into game engines. **PG: Automatic Generation of Dynamics Models**

Sheri Graner Ray

Sheri is a freelance designer, consultant, and developer. She also currently serves as the executive chair for Women In Games International—an organization she co-founded. She has been in the game industry since 1990 and has worked for such companies as Electronic Arts, Origin Systems, Sony Online Entertainment and Cartoon Network. In 2005 she was the recipient of an IGDA Game Developers Choice Award for Community Contribution. **IGDA: Women and Games in the Future**

Jade Raymond

Over the past eight years Jade has produced, designed and programmed games for Electronic Arts, IBM and Sony Online. Now she finds herself producing a next-generation game at Ubisoft's Montreal Studio and interviewing others in the gaming industry for a TV show called Electric Playground. **GD: Chaos vs Control: Creating Gameplay From Crowd Behavior in Assassin's Creed**

Jesse Raymond

Jesse has been with Vicarious Visions for six years and worked on more than a dozen titles for Nintendo platforms. He specializes in character handling and other design-sensitive engineering. Jesse most recently implemented the controls for the Wii launch title: Marvel Ultimate Alliance. Jesse previously studied Computer Science and Electronic Media Arts and Communication at Rensselaer Polytechnic Institute. **PG: Designing Revolutionary Controls**

Debbie Denise Reese

Debbie is an educational researcher who specializes in the application of cognitive theory toward the design of educational technologies. She developed Analogical Designs, a method for the design, development, and evaluation of metaphor-enhanced, computer-mediated learning objects. Reese was the principal researcher/project manager for the NASA-sponsored Classroom of the Future's (COTF) Inspiration project. Currently, her focus is instructional game design and assessment. **SGS: GD: Designing Selene: Theory-based Game Design and Data Mining**

Randel Reiss

BM: Developers and Investors: A Marriage Made in Heaven?

Sandy Resnick

GD: (304) Independent Games Summit

Bob Rice

Bob started in the music industry at age 15. His career spans over 40 years in music for the record, film, television, and game industries. In 1992, Bob founded FBI which represents award-winning composers of music for games. **AU: How to Produce an Effective Demo Package**

Eric Risser

Eric received his bachelors in computer science from the University of Central Florida and is now pursuing a Ph.D. in computer graphics. Eric, a graphics programmer of four years, has been involved with research in real-time rendering for the last two. The bulk of his expertise is in the area of per-pixel displacement mapping. **PG: True Imposters**

Brian Robbins

Brian has been active in the online gaming industry since 1999. He is co-founder and chair emeritus of the IGDA Casual Games SIG, and has also served as chair for the IGDA's Online Games SIG. Brian has been the lead programmer on over 70 published titles, with contributions to more than 100 games. Brian is responsible for providing on-the-ground technological and creative insight to Fuel's New York clients. **GD: Casual Games Roundtable: Business Models (Day Two); GD: Casual Games Roundtable: Community Issues (Day Three); GD: Casual Games Roundtable: Production & Design (Day one); GD: Web-Based Games Roundtable: Business Models (Day Two); GD: Web-Based Games Roundtable: Community Issues (Day Three); GD: Web-Based Games Roundtable: Production & Design (Day One)**

Simon Robinson

Simon is the technology lead for mBooster J2ME optimizing compiler. **Mobile: 3D & PG: Super J2ME games – Size and Performance**

Dave Rohrl

Dave is a highly-regarded producer and designer of casual games. He currently serves as the founder and general manager of PopCap Games' San Francisco Studio, where he is producing multiple original games for the downloadable market. Before joining PopCap, Dave spent five years at Pogo.com's casual gaming group, where he was producer or executive producer on more than two dozen titles. **GD: (109) Casual Games Summit 101; GD: (209) Casual Games Summit 201**

Stephen Root
Stephen is the senior audio director for Criterion Games, an EA Studio, based in Guildford. At Criterion he has successfully built up one of the most highly regarded audio teams in the industry responsible for Burnout and Black. Before entering the games industry, Stephen trained at Goldsmiths College and then spent a further nine years working within the audio industry. **AU: The Importance of Audio In Gaming: Investing in Next Generation Sound**

David S Rosenbaum
David regularly handles transactions in development and publication of video/computer games and related technology licensing; mergers and acquisitions in the gaming industry; licensing and merchandising of brands, character, entertainment, comic book and sports properties; production, marketing and distribution of film and TV productions. David lectures frequently on legal and business issues in developing and publishing videogames. **BM: (202) Dealmaking for Developers 2007: Challenges for Growing an Independent Studio**

Tracy Rosenthal-Newsom
Tracy is a senior producer at Harmonix. A veteran in the games industry and film industry, Tracy has extensive experience leading game development teams and film production crews. At Harmonix, she has worked as a producer on Guitar Hero 2, FreQuency, and Amplitude, and project lead on the Karaoke Revolution series. Prior to joining Harmonix, Tracy produced and designed games for Disney Imagineering and or Disney Interactive. **GD: Designing Games for Everyone: Harmonix Design in Practice**

Richard Rouse III
Richard is director of Game Design at Midway Games, where he consults on a wide range of next generation titles. Most recently, he was creative director and writer on the hit action/horror title The Suffering and its sequel. Richard's book about game design and development titled, *Game Design: Theory & Practice*, remains one of the most popular books on the subject. **VA: Cinematic Game Design II: Storytelling**

Scott Rubin
Scott, VP of Sales and marketing, joined Namco Networks in early 2004. He is responsible for the overall business and marketing direction of the company, as well as maintaining relationships with strategic partners, including wireless carriers. Previously he was the director of business development at Sega, where he developed carrier partnerships and helped establish the mobile division, Sega Mobile. **Mobile: DD: The Golden Nickel: Moving Beyond 5% Market Share**

Stephen Rubin
Steve represents independent game developers and distributors in such matters as intellectual property protection and enforcement, contracts and licenses, litigation, employment law, and business formation, acquisitions and financings. **BM: Copycats and Copyrights: Solving the Casual Games Puzzle**

David Rudolph
AU: (302) Audio Boot Camp

Brandon Ryan
As a professional services specialist, Brandon has a long history of helping musicians through his work with Cakewalk, Tascam, and Digital Audio Labs. In his role at Cakewalk, Brandon has worked with notable game and film composers, producers, engineers, and musicians. Brandon, an accomplished musician himself, also has a promising solo career as a singer songwriter. **AU: SONAR, Intel Multi-core Computing and Game Composition**

Samantha Ryan
GD: Creating and Extending Original Franchises

Katie Salen
Katie is a game designer and director of the graduate Design and Technology program at Parsons School of Design. Co-author of Rules of Play: Game Design Fundamentals and Rules of Play Reader, Katie is also a member of Playground, and a former core-team member of gameLab. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

Tom Salta
Tom (aka "Atlas Plug") writes and produces emotionally charged electronic and orchestral music for records, movie/TV, and videogame soundtracks. His game credits include the original scores for Tom Clancy's Ghost Recon: Advanced Warfighter and Cold Fear and Need for Speed Underground 2. **AU: How to Produce an Effective Demo Package**

Alicia Sanchez
Alicia is a researcher in serious games and is completing a Ph.D. in Modeling and Simulation from the University of Central Florida. Her research areas of interest surround Synthetic Learning Environments, including games and simulations. She has overseen the development of several products at UCF including the Virtual Field Trip and the Soft Skills Simulator and is currently evaluating the effectiveness of Games in STEM education. **SGS: AR: Two Reports but What Now?; SGS: AR Group Meet-up: Research & Assessment**

Rick Sanchez
Rick is VP of content for GameTap. In his role, Rick is charged with overseeing and implementing the content strategy and acquisition management of games for GameTap. Most recently, Rick served as VP of publishing at IGN Entertainment, Inc., where he managed the day-to-day operations for IGN.com, RottenTomatoes.com, GameSpy.com, GameStats.com, the Planet network and the Vault Network. **BM: Early Lessons in Digital Distribution**

Kellee Santiago
Kellee is a recent graduate of the Interactive Media program at USC School of Cinematic Arts. She has produced and managed a number of interactive works, including the PS122 production of I'm Gonna Kill the President! A Federal Offense, The Angel Project at Lincoln Center, and the award-winning student project Cloud. Kellee is currently president and co-founder of thatgamecompany. **GD: (304) Independent Games Summit; GD: Classroom to the Console: The Autobiography of fl0w**

Steve Sargent
Steve is executive producer at High Moon Studios in Carlsbad, CA, overseeing development of several current generation titles. Steve began his career in 1991 at Grandslam Video in London, where he worked as a production assistant on ZX Spectrum, Commodore 64, and Amiga titles. During the intervening years, he worked for some of the biggest developers and publishers in the videogame industry including Renegade. **PD: (106) Agile Game Development**

Chris Satchell
Chris joined Microsoft in 2002, and is now the general manager of the Game Developer Group. The Game Developer Group encompasses the Xbox Advanced Technology Group, world-wide Xbox Platform Certification and the team delivering the XNA Development Platform. Chris has an honors degree in Computing and a Diploma of Industrial Studies from Loughborough University. **VISION: Evolving the Ecosystem: XNA Game Studio Express from Vision to Version 1.0**

Joseph Saulter
Joseph is currently the chairman of the Game Design and Development Department at American InterContinental University in Atlanta and CEO of Entertainment Arts Research. Joseph is the co-chairman of the IGDA Diversity Advisory Board and member of the American Society of Composers. Joseph earned his masters degrees from State University of New York, Empire State College. **IGDA: Diversity: The Window of Opportunity; IGDA: Minorities Group Gathering**

Gregg Sauter
Gregg holds responsibility for Nokia's global third party publishing business for the N-Gage Platform. He has held senior marketing, software development, and sales positions within multiple interactive software and consumer products companies. His background includes launching LEGO's North American Media Division in 1997, where he was director of Interactive Publishing. Gregg joined Nokia in 2003. **Mobile: PA: The Next Generation of N-Gage**

Frank Savage
Frank has been in the game development industry since 1991 when he worked on Strike Commander at Origin Systems. Frank joined the XNA team in 2004 and is now the development manager for the XNA Game Studio Express team. **PG: (204) Microsoft Game Developer Day**

Ben Sawyer
See SGS Advisory Board page 26. **GD: Innovation Beyond Play: Other Things Gamers do With Games; SGS: BD: Budget Conscious Serious Games**

Jesse Schell
Jesse is a professor of Entertainment Technology at Carnegie Mellon University. **SGS: BG: 3Up/3Down**

Dan Scherlis
Dan is CEO of Etherplay, mobile game developers and consultants. Dan recently directed content strategy for Comverse Mobile Entertainment. As CEO of Turbine Entertainment, he produced MMOs for Microsoft Game Studios and partnered with Sega and Sony. Dan is contributing editor for *Mobile Entertainment Analyst*, and is an associate of MTGP. Dan holds A.B., A.M. (Linguistics), and M.B.A. degrees from Harvard. **BM: Casual Games on Multiple Formats: Mobile, Web, Handheld, PC or Console-Download**

Thorsten Scheuermann
Thorsten is a senior software engineer in AMD's 3D Application Research Group where he works on graphics demos and novel rendering techniques as part of the Demo Team. Prior to working at AMD, Thorsten was a graduate student and member of the Effective Virtual Environments research group at the University of North Carolina at Chapel Hill. **PG: Graphics Tips & Tricks from AMD's Demo Team**

Vincent Scheurer
Vincent is the founder of Sarassin LLP. He has seven years of experience in drafting, negotiating, and managing international contracts for mobile, console, PC, and online game projects, including: publishing, distribution, and license agreements. Vincent read law at Oxford University and qualified at the English Bar before joining a U.K. games publisher as sole in-house counsel in 1997. He joined law firm Osborne Clarke in 1999 and left to found Sarassin in August 2004. **BM: 10 Steps to Success in Outsourcing Contracts; Mobile: DD: Commissioning Mobile Content: 10 Steps to Success**

James Schmalz
James founded Digital Extremes on the revenue he had built making games during the shareware craze of the early 90's. Epic Pinball and Extreme Pinball together helped fund Epic Games' Unreal. Both Unreal and Unreal Tournament went on to receive numerous industry awards for their excellence in gameplay, graphics, and technology. **BM: Taking Control of Your (Studio's) Destiny**

Brian Schmidt
See Advisory Board page 23. **AU: (302) Audio Boot Camp**

Edd Schneider
Edd has been researching games and teaching game design and development for over 10 years. His most recent publication, *How Story impacts Emotional, Motivational and Physiological Responses to first person shooter Videogames*, illustrated how story makes a serious impact in player reaction. He currently is a professor at the State University of New York at Potsdam. **BM: English Speaking Players as In-Game Content: New Ideas for Marketing to Youth in Asia**

Reid Schneider
Reid is currently a senior producer at EA Montreal on the Army of Two project. Previous to EA he worked at Ubisoft Montreal and was a producer on the original Splinter Cell. Prior to Ubisoft he worked at New Line Cinema and NBC Television. He holds a bachelor of science in Economics from Wharton Business School. **PD: Creating New IP and Innovation in Games: Destroying the Box**

Karen Schrier
Karen is a media producer, writer, designer, and educator. She has published and presented extensively on game design, educational media, and ubiquitous computing. In 2005, Karen completed a masters program at MIT, where she wrote a thesis, "Revolutionizing History Education: Using Augmented Reality (AR) Games to Teach Histories." Karen is currently producing a website for Nickelodeon. **SGS: LIT: Location-Based Learning with Mobile Games**

Damion Schubert
Damion is a game designer for BioWare, where he is lead combat designer on an unannounced MMO. Previously, he worked at Wolfpack on Shadowbane. Damion has been working on MMOs for almost a decade, since he cut his teeth as the live lead designer for Meridian 59. Damion also runs the blog Zen of Design, which focuses on game design and industry concerns. **GD: Beyond Men In Tights: Exploring Next-Generation MMO Design; GD: Writing Great Design Documents**

Michael Schutzler
Michael joined RealNetworks in 2004 and is the senior executive responsible for overseeing the worldwide casual games business, advertising sales, and corporate marketing for the company. He has a distinguished 20-year career in technology industries and has served as CEO of Classmates.com, senior VP of Consumer Products at Monster.com, and CEO of Freeshop.com. **Mobile: DD: Evolution of Casual Games**

Paul Schuytema
Paul has designed and crafted over 50 games and authored numerous professional articles and books in the fields of computer technology, computer gaming and game design. Paul founded Magic Lantern, Inc in 1998, where he has produced, designed, and shipped over 20 games. Currently he works as the director of the Center for Creative Software development for the University of Illinois Extension. **GD: (102) Creativity Boot Camp '07**

Garry Schyman
Garry is a critically acclaimed, multi-award winning composer with credits ranging from cult TV shows to platinum selling games and feature films. Garry's original score to THQ's hit, Destroy All Humans, received three G.A.N.G. awards nominations. He has just completed the score to one of the most highly anticipated games of 2007 – Bioshock. **AU: Anatomy of an Experimental Game Score**

Jamey Scott
AU: The Sound Design of GEARS OF WAR

Jason Scott
Jason is the Studio Design Director at Volition. After writing and designing for Freespace 2, Summoner, and Summoner 2, Jason focused on new IP creation, prototype development, and human factors methodologies and was promoted to design director in 2005. **BM: (104) Know Your Players: An In-Depth Look at Player Behavior and Consumer Demographics**

Tracy Seamster
Tracy began as a designer/GM with Simutronics Corporation in 1996, holding a variety of positions including senior game master and product manager for Alliance of Heroes. She became a game designer with Sony Online Entertainment in 2004, designing and implementing quests for EverQuest II and its first three expansions. Tracy is a member of Women in Games International and IGDA. She can only be bribed with dark chocolate. **GCS: How Did You Make It?: Three Success Stories**

Barry Seaton
Barry is an experienced technology, new media and entertainment attorney, specializing in videogame law. Prior to starting his own law firm, Barry was in-house Chief Legal Counsel for Crave Entertainment, a leading international videogame publisher and distributor. Barry also completed numerous licensing and consumer product deals while at Fox Entertainment and Saban Entertainment. **BM: Developer/Publisher Wars**

Suzanne Seggerman
Suzanne is co-founder and co-executive director of Games for Change, whose mission is to provide support, visibility and shared resources to individuals and organizations using digital games for social change. She is also a director at NYC-based think tank Web Lab, where she oversees a variety of cross-media projects. **SGS: AR: Group Meet-up: Social Change**

Magy Seif El-Nasr
Magy's research work includes designing and developing tools that enhance the engagement of interactive environments used for training, education, and/or games. She is the co-director of the RAEL (Real-time Aesthetic and Experience Lab), on the editorial board of the International Journal of Intelligent Games and Simulation, and ACM Computers in Entertainment. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

Scott Selfon
Scott works at Microsoft as the senior audio specialist, assisting composers, sound designers, and audio programmers with technical and creative challenges in developing audio for games. He has also played an active role in the development of the Microsoft Cross-Platform Audio Creation Tool (XACT). Scott is an alumnus of USC, with degrees in music composition/film scoring and computer engineering. **AU: (302) Audio Boot Camp**

Mike Sellers
Mike co-founded Archetype Interactive in 1994 and was president and lead designer on Meridian 59. He has a B.S. in cognitive science and before getting into games spent 10 years working as a software engineer (3D CAD) and user interface designer (medical and scientific visualization, among other areas). In 2002 he founded Online Alchemy and is currently working on a next generation MMOG based on proprietary advanced artificial intelligence software, developed under contract with the US DARPA. **GCS: How Did You Make It?: Three Success Stories**

Mark Seminatore
Mark is a development lead in the Game Technology Group at Microsoft. His team provides Xbox 360 game developers with a range of resources including samples, white papers, performance evaluations and presentation materials to enable them to make great games and push their titles and the platform to the limit. **PG: (204) Microsoft Game Developer Day**

Lasse Seppanen
Lasse began his career as an award-winning wireless game designer in 1998, and later found his true calling in the role of a producer. Lasse is a founding member of the IGDA Finland Chapter. Before joining Remedy in 2005, Lasse was the head of studio at Sumea. In his current role as production lead, Lasse is responsible for Remedy's organization, scheduling, outsourcing and whatever else may lie on the critical path for shipping Alan Wake. **PD: The Future of Innovative Studios: Team and Tools Behind Alan Wake**

Nicolas Serres
Nicolas is a principal programmer in the Advance Technology Group of SCE Worldwide Studios, London, developing technology for first party titles. His recent work has been primarily focused on creating SPU-related technology, from compilers to animation systems. He is a graduate of the Ecole Supérieure d'Ingénieurs en Electronique et Electrotechnique, Paris. **PG: Real-World SPU Usage**

David Williamson Shaffer
David is an associate professor at the University of Wisconsin-Madison in the departments of Educational Psychology and Curriculum and Instruction. He studies how new technologies change the way people think and learn, and is a founding member of the GAPPS research group for games, learning, and society. David's particular area of interest is in the development of epistemic games. **SGS: AR: Testing Assumptions: Creative Approaches to Gathering Evidence of Serious Game Impacts; SGS: LIT: Big Game, Little Game**

Sarju Shah
Sarju has been with GameSpot as an associate hardware editor for the past two years. He covers all the major consoles and the PC hardware sector from a technical focus. Armed with a background in microbiology from UC Berkeley, a lifelong devotion to all things technological steered him away from a life full of Petri dishes. **AU: The Importance of Audio In Gaming: Investing in Next Generation Sound**

Bob Shakib
GD: Silicon and Mobile Games – A Higher Quality User Experience at a Higher Revenue Margin

David Shaw
David has been on the Xbox Live team since 2004. With the goal of making online gaming a social, approachable and mainstream activity, he helped design community features including the Xbox Live reputation system and competitive and social matchmaking. **GD Xbox LIVE on Windows and 360: Are Your Games Dead or LIVE?**

Greg Shaw
Greg is currently an audio lead at Microsoft Games Studios. Previously he was a sound designer and A/V manager at Crystal Dynamics and Adrenalin Entertainment. **AU: Advanced Audio Techniques for Racing Games: Creating Audio for Forza Motorsport 2**

Brandon Sheffield
Brandon is the co-founder and editor of enthusiast game site insert credit, which was instrumental in the shift toward more personal and subjective treatment of games. He believes that since the experience of playing games can be personal, reviews should be honest about their personal nature as well. Brandon is also features editor of *Game Developer* magazine. **BM: Meet the Press; GCS: Pitch Your Game**

Paul Sheppard
Paul is Programme Manager of the ITI Techmedia OGD project. He previously worked at Eidos in a variety of roles, and was co-founder of Eidos's New Media division. **GD: A Working Notation for Game Design**

Jez Sherlock
Jez is a game programming and development veteran of 18 years and has developed games on every major gaming platform and for most major publishers. His is an experienced programmer, producer, development director and technical

director. He is presently the technical director for Sega of America. **PD: Better than a Schedule: Next-gen Project Planning**

Judd Simantov

Judd has been a character TD for the last four years. In this time he has worked as a lead for several VFX and post production companies in South Africa, and in November 2004 he started at Naughty Dog Inc. as the lead character TD. **VA: Next-Generation Facial Rigging: Development of an Infinite Pose Combination Facial System**

David Simpson

David is the project manager of the ICE team, a Sony Computer Entertainment first party technology group based at Naughty Dog, specializing in graphics systems and tools for the PlayStation 3. For the last 10 years David has been at Sony writing performance oriented graphics systems for the PlayStation family of consoles. David started his career programming the graphics engine for NFL GameDay '98. **PG: RSX Best Practices**

Marq Singer

He spent the late 80s and early 90s working in the film industry. Since 1998 Marq has been working in the games industry, serving in a number of engineering functions including physics, animation, UI and AI. Currently he is primarily a physics programmer for Red Storm Entertainment, working with the Havok engine and custom soft-body dynamics on Rainbow Six: Lockdown for the PS2. **PG: (203) Physics for Games Programmers**

Santiago Siri

Santiago created Football Deluxe, the first Latin-American game to obtain a worldwide publishing deal, and has designed games for world mobile leader Gameloft. As creative director of Three Melons, Santiago has worked on several advergame projects for Disney, Sony and Coca Cola among others. **SGS: GD: A Practical View on Interactive Storytelling: Drama Games**

Geir Skaaden

Prior to joining Neural Audio, Skaaden was a Venture Capital Partner serving emerging technology companies in the Seattle market with a focus on software and new media technologies. **AU: THX & Neural Audio: Taking Surround Sound to the Next Level**

Evan Skolnick

A former journalist and *Marvel Comics* editor, Evan has written for properties such as Spider-Man, The Incredible Hulk, X-Men, and many others. As editorial director for Vicarious Visions he has written for bestselling games such as X-Men Legends 2 (PSP), Spider-Man 2 (PSP and DS), among others. **GD: (201) "... And Make It Snappier!" Learn Better Game Writing in a Day**

Craig Smith

Craig is a former professor of science and technology policy at Harvard's Kennedy School of Government and is senior advisor to the University of Washington's Human Interface Technology Lab. He is one of the founders of the global movement to close the Digital Divide and founder of the Spiritual Computing Research Group. He advises Nokia, Microsoft, Intel, and Electronic Arts. **Mobile: PA: Mobile Empowerment in Emerging Markets**

Harvey Smith

Harvey is a game designer and creative director. Currently, he is studio creative director at Midway Studios-Austin. He worked at Ion Storm's Austin office from 1998 to 2004, acting as project director of Deus Ex: Invisible War and lead designer on the award-winning Deus Ex. Smith started his career at the pivotal game company Origin Systems. In 2005, he won the Game Design Challenge at GDC for his entry, Peacebomb! **GD: The Imago Effect: Avatar Psychology**

James C. Smith

James has been working in the game industry for 10 years developing games for PC, Xbox, and Xbox 360. In 1997 he co-founded Reflexive Entertainment where he has primarily worked as a producer/lead programmer. In this role he has led the development teams of many commercially successful causal games. Several of these casual games ship with a level editor and have player created content communities which James moderates. **GD: (109) Casual Games Summit 101**

Randy Smith

Randy is a game designer working with Steven Spielberg at EALA. Formerly, he was the project director and lead designer of Thief: Deadly Shadows at Ion Storm, served design and level building roles at Looking Glass Studios, and spent a couple years as a freelance design consultant specializing in emergent gameplay, design formalization, and innovative interaction working with developers such as Ubisoft Montreal and EALA. **GD: How To Help Your Players Stop Saving All The Time**

Ross Smith

Ross is director of Test, Windows Core Security at Microsoft. He holds five software patents, and is finishing up a book The Practical Guide to Defect Prevention. **SGS: AR: Erasing The Delta: Creating Games Where There is No Gap Between Play and a Specific Task; SGS: BG: 3Up/3Down**

Seth Sowerby

Seth is a software engineer in AMD's Graphics Product Group where he leads the development of assorted development tools. Seth is a graduate of the University of Manchester Institute of Science and Technology. He has been working with in the fields of VR and 3D graphics hardware for more years than he can remember. **PG: AMD Graphics Developer Performance Tools**

Kimberley Ann Sparks

Kimberley is a writer and has been working at Silicon Knights for two years. She worked in television before this, writing mostly children's programs, including adapting a book to be made into a 3D IMAX movie. She's taught screenwriting at Sheridan College and Seneca College, and is a recipient of the CBC WIFT-T Emerging Screenwriter Award. **IGDA: Women and Games in the Future**

Seth Spaulding

Seth is an 11 year veteran of the games industry. After 10 years as art director, senior artist/VP, and then president of Cyberlore Studios in Massachusetts, Seth became art director of Firaxis Games in November 2005. Prior to Firaxis, Seth worked on a variety of titles for SSI, Blizzard, Accolade, Hasbro Interactive, Atari, Microsoft, Groove, and Ubisoft including Warcraft II: Beyond the Dark Portal. **VA: Art Department Confidential; VA: Lead Artists/Art Directors Roundtable**

Warren Spector

Warren received a B.S. in Speech from Northwestern and an M.A. in Radio-TV-Film from the University of Texas. Warren entered the world of electronic games with Origin in 1989. In 1997, after a year as GM of LookingGlass Austin, Warren started Ion Storm Austin. He was project director on Deus Ex, and later studio director, overseeing development of Deus Ex: Invisible War and Thief: Deadly Shadows. He left Ion Storm in November 2004. **BM: PC Gaming in an Age of Connected Consoles; GD: The Future of Storytelling in Next-Generation Game Development; IGDA: Ten Games You Need to Play: The Digital Game Canon; VISION: The Metagame: A Battle of Videogame Smarts**

Tom Sperry

Tom is CEO and president of Exit Games Inc. Previously, he held senior management positions with Smartguard Software, HNC Software, and Looking Glass Studios. He holds a B.A. of International and Comparative Policy Studies-Economics and History from Reed College, and an M.B.A. from The Ivey School of Business, University of Western Ontario, International Executive M.B.A. Program located in Hong Kong, 2002-2004. **Mobile: GD: Cross-Platform Community Gaming**

Kurt Squire

Kurt is a professor at the University of Wisconsin-Madison in the Educational Communications and Technology division of Curriculum and Instruction. Kurt co-founded Joystick101.org with Jon Goodwin and currently writes a monthly column with Henry Jenkins for *Computer Games* magazine. Along with other University Wisconsin-Madison faculty, he runs the Games and Professional Practice Simulations (GAPPS) initiative. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

Alex St. John

Alex St. John is the CEO and co-founder of WildTangent. Prior to founding WildTangent in 1998, Alex was responsible for Microsoft's multimedia strategy. He was one of the principal creators of Microsoft's DirectX technology, which become the foundation for all Windows multimedia applications, 3D graphics, media players, as well as thousands of PC and Xbox games. **GD: (209) Casual Games Summit 201; IGDA: Burning Mad: Game Publishers Rant**

Vlad Stamate

Vlad works in the R&D department of Sony Computer Entertainment America where he helps design software that takes advantage of the advanced features of PlayStation 3. Before joining Sony, he worked as an OpenGL driver developer for PowerVR's Kyro series of graphics cards. He received his B.S. in Computer Science, Graphics Design, from Richmond University London in 2001. **PG: (105) Core Techniques and Algorithms in Shader Programming**

Randy Stebbing

Randy is currently the lead technical artist for High Moon Studios and is responsible for all of the studio's art related tools. Much of his development work includes scripting in Autodesk Maya and Autodesk 3ds Max. Before joining High Moon, Randy was at Acclaim Studios, where he served as project manager, and eventually as lead artist. Randy ultimately took on a senior role in the creation of art for Acclaim Studios multi-console titles. **VA: Autodesk 3ds Max and Autodesk Maya: Advanced Tool Writing for Technical Directors**

Michael Steele

Prior to joining Emergent, Michael consulted to game developers and publishers of MMO subscription services. He was the executive producer for The Matrix Online at Ubisoft's online division. Prior to building the online operations team and infrastructure for ubi.com, he was the VP of Technology for Turbine Entertainment. Michael has been making games professionally since 1989. **GD: Burning Man: Takeaways for Game Developers; PD: Emergent's Metrics Element: Practical Applications of Game Intelligence Software to Critical Next-gen Issues: Concurrency, Distributed Execution and Player Behavior (Sponsored by Emergent)**

Constance Steinkuehler

Constance is an Assistant Professor in the Educational Communication & Technology program in the Curriculum & Instruction department at the University of Wisconsin–Madison. Her research is on cognition, learning and literacy in massively multiplayer online games. **BM: (104) Know Your Players: An In-Depth Look at Player Behavior and Consumer Demographics**

Andrew Stern

Andrew is a designer, writer, and engineer of personality-rich, AI-based interactive characters and stories. With Michael Mateas, he recently completed the interactive drama Façade. Previously, Andrew was a lead designer and software engineer at PF.Magic, developing the award-winning Virtual Dogz, Catz

AND BABYZ series. He and Michael recently founded the game studio, Procedural Arts. **SGS: GD: Next-Gen Conversational Characters for Serious Games**

Nick Stern

Nick is a seasoned game art director. In his previous position as art director at Riverdeep—The Learning Company, Nick was responsible for art direction for all educational brands and was lead artist and designer on THE CLUEFINDERS series. Nick has also contributed to the animation of such movies and TV shows such as *Smurfs*. He graduated from Ealing School of Art and Photography in London with a degree in Animation. **GD: (109) Casual Games Summit 101**

Robert Stevenson

Robert brings more than 13 years of diversified game, business, and software development experience to Atari. As VP of Business Development, Robert overseas the fostering and development of business relationships for the company, as well as, the management of specific daily operations. Before joining Atari, he served as the VP of Product Development & Acquisitions for DreamCatcher Interactive. **BM: Getting Through Greenlight**

Raymond Stewart

Raymond has over 15 years' experience in computer graphics, media technology, consulting, and business development for the film, broadcast, and videogame industries. Currently, he is developing art pipeline support tools on an unannounced title. He has produced content for video-on-demand and live internet broadcasting applications, and provided technical art production support for Ultima Online from EA and NCSoft's AUTO ASSAULT and TABULA RASA. **VA: Tech Art Driven Shader Pipelines in 3ds Max**

Marty Stoltz

Marty is studio cinematic director at Midway Games Chicago. Marty has been directing game cinematics for 10 years on a variety of titles including STRANGLEHOLD and SANITARIUM, among many others. Before coming to games, Marty had six years experience in the motion picture industry working in cinematography and editing as well as making his own independent films. **VA: Cinematic Game Design II: Storytelling**

Katie Stone Perez

Katie is a senior games program manager and a founding member of the Xbox LIVE Arcade team. Katie was a key contributor in establishing the game development pipeline for arcade and has shipped over 50 titles across the Xbox and Xbox 360 Arcade services. **BM: Xbox LIVE Arcade Game Development: How to Develop and Pitch a Successful Xbox LIVE Arcade Game Submission**

Jon Story

Jonathan is an application engineer working within the Consumer Software Enabling team at Intel GmbH in Munich. The main focus of his work is supporting game developers in Europe. With around 10 years of experience in the games industry, Jonathan has a wealth of programming knowledge in the fields of 3D, optimization, and multi-threading. **PG: Practical Multi-Threading for Game Performance**

Bryan Stout

Bryan has worked in the fields of artificial intelligence, doing research and applications for the University of Illinois and for Martin Marietta, and of computer games, first for MicroProse and then on a freelance basis. Since that time he has combined both passions as a writer, explaining how AI techniques work and can be applied to games. His recent activity has been on a book on game AI. **PG: Embodied Agents in Dynamic Worlds**

Per Stromback

Per is the managing director of Spelplan-Association of Swedish Game Developers as well as the Interactive Software Association of Sweden, looking after the members' interests toward the Swedish media and government, arrange events, and take part in international co-operations. He has worked in the games industry since the mid-90s, both in publishing and development. **IGDA: Government/Support Orgs Group Gathering**

Satheesh G. Subramanian

Satheesh is an engineer in Intel's Developer Relations Division. His recent work has focused on developing and supporting the free Laptop Gaming Technical Development Kit, which lets developers easily add mobile features to their games. **PG: Use the Laptop Gaming TDK to Enhance Play Experience on Laptops and Ultra-Mobile PCs**

Goichi Suda

Goichi is the CEO, as well as game director, designer, and scenario writer of Grasshopper Manufacture Inc. He started working at Human KK as a planner in 1993, and debuted as a director with SUPER FIRE PRO WRESTLING FINAL BOUT in 1994. He founded Grasshopper Manufacture Inc. in 1998, upon the closure of Human. Goichi was in charge of direction and scenario of KILLER7 for in 2005, which was internationally hailed for its' original story nature, picture expression, and game design. **GD: Punk's Not Dead**

Chris Sulzbach

Chris is a recent graduate of the Maryland Institute, College of Art where he studied drawing, painting, and 3D modeling. During his last two years at school, Chris interned at Firaxis Games where he was hired as a fulltime artist upon graduation. Chris's game credits include: SID MEIER'S RAILROADS!, SID MEIER'S CIVILIZATION IV, SID MEIER'S PIRATES Xbox. **BM: It's More Than Making Coffee: Interns – How to Grow Your Team From the Ground Up**

Nanu Swamy

Nanu is the President/CTO of Nabrana, an online gaming-portal technology solutions provider, for creating platform independent casual games. Prior to founding Nabrana, Nanu was a software architect and spent five years as founder of RoboTech Center, where he helped build the center's unique gaming curriculum. Nanu is highly active in the professional software community and has spoken at numerous industry events. **GD: GameBoss: Simplified Online Game Creator – Build / Share / Play Games (Sponsored by Nabrana)**

Kim Swift

Level designer and artist on Portal, Kim joined Valve after graduating from DigiPen Institute of Technology. At DigiPen, she received a bachelor's degree in Real-Time Interactive Simulation and was a member of Nuclear Monkey Software, the developers of NARBACULAR DROP. **GD: (304) Independent Games Summit**

Steve Swink

Steve Swink, often abridged "Swink," is an independent game designer, artist, programmer, and mountain unicyclist who currently resides in Tempe, Arizona. He is an industry drone for Tremor Entertainment, Neversoft, a teacher of game and level design at the Art Institute of Phoenix, and a cheesecake connoisseur. **GD: (304) Independent Games Summit**

John Szeder

John is president and CEO of Mofactor, Inc. He started his engineering career at Research in Motion in 1995, developing software for what eventually became the Blackberry. John formed Seismic Studios in 2001, now part of Mofactor. During 2003, John was part of the launch team at Digital Chocolate, where he served as director of development. He has a degree in Mathematics from the University of Waterloo. **Mobile: PA: It is Okay to Touch your Customers; VISION: The Secret Garden: Mobile Games and The 4% Addressable Market Who Love Them**

Tommy Tallarico

See Advisory Board page 24. **AU: How to Produce an Effective Demo Package; AU: SONAR, Intel Multi-core Computing and Game Composition**

Lida Tang

Lida has tried his hand at every part of modern game development, from modelling and animation for mods to pitching the original concept for a multi-million dollar game. Currently, he is a gameplay programmer at Irrational Games, LLC. **PG: Meeting Players Halfway: Using Adaptive Systems to Prevent Player Frustration**

Natalya Tatarchuk

Natalya is a technical lead for the research team at AMD's 3D Application Research Group, investigating innovative graphics techniques in the real-time domain. In the past, she has been the technical lead for the ToyShop demo and the lead for the tools group at ATI Research. Natalya has been in the graphics industry for years, having previously worked on haptic 3D modeling software, scientific visualization libraries, among others. **PG: Frostbite Rendering Architecture and Real-Time Procedural Shading and Texturing Techniques**

Chris Taylor

For the past 18 years, Chris has been one of the game industry's most imaginative and dynamic visionaries. He is the creator of the first true next generation RTS game, TOTAL ANNIHILATION. Taylor founded Gas Powered Games in 1998, where he currently serves as the CEO and creative director. The company's newest release is the highly anticipated RTS game, SUPREME COMMANDER. **GD: Controlling an Entire Theatre of War: The Development of SUPREME COMMANDER**

Garry Taylor

AU: (302) Audio Boot Camp

Steve Taylor

In his 11 years in the videogame industry, Steve has developed for numerous platforms and been involved in all levels of game production from programmer to executive management. Steve is currently president of NinjaBee/Wahoo Studios, a small independent game development company that splits its efforts between traditional contract work and self-funded Indie efforts. **GD: (304) Independent Games Summit**

Mark Teare

Mark works at Factor 5 on the PS3 title LAIR. Before working in the game industry he was a freelance 3D artist, a web/graphic designer, and installation artist. Mark graduated from Virginia Commonwealth University with a degree in sculpture working on character sculpture, VR installations, and some programming. **VA: Cross Application Asset Creation for LAIR: From Characters to Clouds**

Robert Tercek

See GDC Mobile Advisory Board page 25. **GD: The First Decade of Mobile Games; Mobiele: Keynote**

Mark Terrano

Mark was a lead designer, designer, and programmer on titles in the AGE OF EMPIRES franchise and held the lead designer position on the best-selling strategy game of all-time: AGE OF EMPIRES 2: AGE OF KINGS. **BM: (104) Know Your Players: An In-Depth Look at Player Behavior and Consumer Demographics**

Thant Tessman

Thant is an engineer in the Handheld Developer Technology group at NVIDIA. He studied physics at the University of Utah, but left in 1987 to write demos for the technical marketing group at Silicon Graphics. He subsequently worked at Walt Disney Imagineering where he co-implemented the virtual reality engine used in Aladdin's Magic Carpet Ride, and at Shoreline Studios programming real-time 3D graphics for live television broadcast. **Mobile: 3D & PG: NVIDIA'S Latest Mobile SDK and Development Environment**

Justin Thavirat
VA: Art Direction Vision: Defining, Communicating, and Delivering It

Andy Thomason
Andy worked on B17 The Mighty Eighth, an ambitious flight sim project in the mid-90s. After this he developed Crashed, a simple arena-based car driving game for PS2 and NGC. Andy was then able to help Toby Gard to quickly finish the ill-fated Galleon project for Xbox. Since then he has been working for SN Systems, the console tools developer, now part of SCE. **PG: Under the Compiler's Hood: Supercharge Your PS3 Code**

Kenny Thompson
Kenny has over seven year's experience in the creative process of developing videogames. His credits include artist on the arcade game Area 51 Site 4 at Mesa Logic, lead technical artist on the PC Game Elite Force 2 at Ritual Entertainment, lead cinematic artist on the PS2 game Golden Eye: Rouge Agent at Electronic Arts, and most recently the lead environment artist on the Xbox 360 game Saint's Row at Volition Inc. **VA: The Creation of Saints Row's Open World Cityscape: Stilwater**

Denny Thorley
Denny is currently the President of independent game developer, Day 1 Studios. At Day 1, Denny is credited with securing a first-party development relationship with Microsoft and establishing long term development partnerships with Lucas Arts and Vivendi Games. **VA: LucasArts: True Next Generation Gameplay in Service of Story & Character**

Wade Tinney
Wade co-founded Large Animal Games with partner Josh Welber in 2001. Since then, Large Animal has developed over 45 titles, including web-based promotional games, mobile games, and downloadable (PC and Mac) games, including Alpha Queue (2004 IGF finalist) and Rocketbowl (2005 IGF winner). Wade is the editor of the IGDA *Online Games Quarterly* and teaches game design at Parsons School of Design and New York University. **GD: Casual Games Roundtable: Business Models (Day Two); GD: Casual Games Roundtable: Community Issues (Day Three); GD: Casual Games Roundtable: Production & Design (Day one); GD: Web-Based Games Roundtable: Business Models (Day Two); GD: Web-Based Games Roundtable: Community Issues (Day Three); GD: Web-Based Games Roundtable: Production & Design (Day One)**

Deborah Todd
Deborah is a veteran award-winning designer, writer, producer, and director in the interactive arena, with 14 published games and 20 published titles to her credit since 1991. Her new book, *Game Design: From Blue Sky to Green Light*, is published by A K Peters, and is being released at GDC 2007. **GD: Game Design: From Blue Sky to Green Light**

Rod Toll
Rod is the development manager for the LIVE on Windows team. Prior to joining Microsoft he co-founded ShadowFactor Software in 1997 which provided voice conferencing for multiplayer games. While at Microsoft he has worked on a multitude of game platform technologies including DirectX, Parental Controls and the Games Explorer. **PG: (204) Microsoft Game Developer Day**

Darren Torpey
Darren is now starting his career in the games industry proper and finishing his master's degree in Computer Science at Worcester Polytechnic Institute, MA, where he works as a designer and programmer of web-based tutoring software. Darren took on the position of Technology Co-Officer in the IGDA Education SIG in August 2006. He currently helps administer the IGDA wiki as well as the independent Casual Game Wiki. **IGDA: (301) IGDA Education SIG Curriculum Workshop**

David Tractenberg
David is a public relations expert and media relations specialist with fourteen years in public relations. With a large contact base and strong experience with key industry influencers he has helped everyone from multi-billion dollar companies to small developers achieve their goals. **BM: Next Generation Public Relations Panel**

Neil Trevett
Neil joined NVIDIA in May 2005. As VP of Embedded Content, he is responsible for enabling and encouraging compelling applications on non-PC platforms, including cell phones and automobiles. Prior to joining NVIDIA, Neil spent over 20 years in the 3D graphics industry in vice president positions at 3Dlabs. He is currently the elected president of the Khronos Group where he created and chairs the OpenGL ES working group. **Mobile: 3D & PG: Khronos OpenKODE for Portable Native Mobile Media Applications**

Mark Tuffy
Mark leads the THX Certified Games and interactive media teams. He is charged with inventing new technologies and applying current THX technologies to the video game, PC and home theater environments. Tuffy started his career with THX as the principal engineer of digital technologies when he spearheaded the development of THX Certified PC multi-media systems. **AU: THX & Neural Audio: Taking Surround Sound to the Next Level**

David Tuft
David is a program manager on the Direct3D team at Microsoft. He has worked at UNC as a GPGPU software engineer implementing GPU-based line of sight, route planning, and collision detection. **PG: D3D10 Unleashed: New Features and Effects**

Matt Tullis
As the game product manager for Dolby in North America, Matt manages the development of new technologies, tools, and services for the game market. Previously he worked with game developers to implement Dolby technologies in a variety of games on various platforms. This includes Dolby Digital on the PLAYSTATION 3, Xbox 360, Xbox and PC, as well as Dolby Pro Logic II on the PlayStation 2, GameCube and Wii. **AU: Sound Ideas for Game Developers: Taking Audio Beyond 5.1 (Sponsored by Dolby)**

Randall Turner
Randall is a 20 year veteran of game and RTOS development. His specialty is system level engineering and multiprocessing architecture. **PG: Saints Row Multiprocessing Architecture**

Chris Ulm
Chris is co-founder of High Moon Studios and co-creator of its original videogame property, Darkwatch. He currently heads the studio's design department. Before joining High Moon Studios, Chris worked at Oddworld Inhabitants. His collaborative effort on Munch's Oddysee with Lorne Lanning was nominated for Excellence in Game Design the 2002 GDC Choice Awards. **PD: (106) Agile Game Development**

Brian Upton
Brian was the lead designer on both Tom Clancy's Rainbow Six and Tom Clancy's Ghost Recon. In 2002 Ghost Recon was nominated for a Game Developers Choice Award for excellence in level design. Brian is currently a senior game designer with SCEA where he is working on an unannounced PlayStation 3 title. **GD: Narrative Landscapes: Shaping Player Experience through World Geometry**

Jeferson Valadares
Jeferson is the production director at Digital Chocolate Europe's Sumea Studio. Prior to joining Digital Chocolate he was a producer at Cinemaware, where he worked in a number of multi-platform (PS2/ Xbox/PC) projects. He's one of the founders of IGDA Online Games SIG, and was involved in the publishing of their 2005 Mobile Games Whitepaper. **Mobile: PD: Finding the Fun First: An Agile Mobile Game Development Case Study**

Emmanuel Valdez
Emmanuel is co-founder of High Moon Studios and co-creator of its original videogame property, Darkwatch. He currently oversees production in the art, cinematics, and audio departments as the Chief Creative Officer. Prior to High Moon, he served as lead artist and lead game designer for Midway Home Entertainment, where he played an instrumental role in the Ready 2 Rumble Boxing series' creative direction. **PD: (106) Agile Game Development**

Tony Van
Tony has produced, designed or supervised over 60 games in over 15 years, across multiple genres and platforms. Since 1988, Tony has worked at Activision, SSI, Lucasfilm Games, Sega, SegaSoft, EA/EA.com & (currently) Ubisoft. **BM: (104) Know Your Players: An In-Depth Look at Player Behavior and Consumer Demographics**

Gino van den Bergen
Gino is a game developer focusing on game physics at Playlogic Game Factory, Netherlands. Gino developed the SOLID collision detection library that has been applied successfully in top-selling game console titles and CAM applications. He implemented collision detection and physics in Blender, an open-source creation suite for interactive 3D content. **PG: (203) Physics for Games Programmers**

Richard Van Eck
Richard is associate professor at the University of North Dakota, where he has been the graduate director of the Instructional Design & Technology graduate program since 2004. He is a frequent author on digital game-based learning and designer of intelligent learning games. In the last six years, Richard has become internationally known for his research on digital game-based learning. **SGS: AR: Testing Assumptions: Creative Approaches to Gathering Evidence of Serious Game Impacts**

Richard Van Tol
Richard is a Ph.D. student at the University of Portsmouth (England), researching game audio design. He has an audio engineer diploma, a M.A. in audio design, and teaches several courses on game audio design at the Utrecht School of the Arts (Netherlands). He has been involved in game accessibility since 2001, having developed several blind-accessible games such as Drive, Dark and The Curb Game, as well as many research prototypes. **GD: Game Accessibility Arcade; IGDA: Accessibility Idol: Season Finale!; Mobile: GD: The Untapped Market of One Button Mobile Games: Reaching Gamers with Disabilities; SGS: GD: Serious Accessibility for Serious Games**

Jim Van Verth
Jim has been working in the game industry for over 10 years, concentrating on 3D graphics and simulation. Most of that time has been at Red Storm Entertainment, where he was lead engineer on Tom Clancy's Politika and Force 21. This is his seventh year presenting the Essential Math for Programmers tutorial at GDC. **PG: (203) Physics for Games Programmers**

Jacob Van Wingen
GD: (304) Independent Games Summit

Farzad Varahramyan
Farzad is co-founder of High Moon and co-creator of its original game property, Darkwatch that received acclaim and multiple art and animation awards for its visual style. Before joining High Moon, Farzad served as senior production designer at Oddworld Inhabitants. Farzad's career began in visual development for feature films. He maintains an active interest in film and recently made contributions to the development

of creatures for *AvP: Alien vs. Predator*. **PD: (106) Agile Game Development**

Andreas Vasen

Andreas is CEO and CCO of MachineWorks Northwest, LLC. Founded in 1999, MWNW pioneered hardcore 3D mobile gaming with the first officially licensed DOOM ports for Pocket PC. Besides managing MWNW, Andreas is responsible for the key designs of MW's mobile game projects, e.g. Duke Nukem (Duke Nukem Mobile, Duke Nukem Mobile 3D, Duke Nukem: Bikini Project, with new iterations in production). **Mobile: GD: Creating Duke Nukem Mobile**

Gareth Vaughan

Gareth is the product manager for graphics software at ARM, a role he has had for two years after spending three years as a software engineer. Gareth represents ARM within the Java Community Process and Khronos. **Mobile: 3D & PG: Premium Phone Graphics: The New Generation of Mobile 3D Gaming**

Neall Verheyde

Neall is a senior technical director at Radical Entertainment for an unannounced console title. For 10 years, he was a graphics programmer, then technical director of the central tools and technology team. Neall is one of the original architects of Radical's PURE3D rendering engine, which has been used as a core technology in Radical's games since 1997. Neall also teaches games programming at the University of Calgary. **PG: The Shader Design Tool: Radical's Collaborative Approach to Shader Development**

Dan Vogel

Daniel is a programmer with Epic Games, Inc. Daniel is a jack-of-all-trades programmer on the award-winning Unreal Engine 3 technology, and has been responsible for a number of systems including the cross-platform audio engine. **AU: Advanced Audio Techniques in UnrealEngine3; AU: The Sound Design of Gears of War**

Rich Vogel

Rich is currently co-studio director at BioWare Austin. Previously, he joined Origin in 1997 as senior producer of Ultima Online where he helped launch and run the live service for two years. In 2000, Rich joined Sony Online Entertainment as executive producer and founded the Austin Studio. He shipped Star Wars Galaxies in 2003 and the first expansion Jump to Lightspeed in 2004. **GD: Building Bridges: How to Develop Social Networks as Part of Community Management; PD: Applying Agile Methodologies to Game Development: An Open Discussion of Best Practices**

Carlo Vogelsang

Carlo is a senior software engineer in Creative's Developer Relations engineering team. It's his job to make sure that application developers can get the best out of Creative's advanced 3D audio hardware, by creating and maintaining effective programming interfaces and tools. Before starting at Creative Labs' US Headquarters, Carlo ran his own company over in the Netherlands and worked with Epic Games to create the Galaxy audio engine. **AU: Advanced Audio Techniques in UnrealEngine3**

Chuck Walbourn

Chuck has been working on games for the Windows platform since the early days of DirectX and Windows 95. He currently works in the Game Technology Group at Microsoft supporting game developers working on the Windows platform. **PG: (204) Microsoft Game Developer Day**

John Walker

John is a senior software engineer working on an unannounced title for High Voltage Software. His last project was Family Guy which followed Leisure Suit Larry: Magna Cum Laude. John has six years of game industry experience as part of 14 years programming real-time graphics and simulation. Previous to HVS, John was the lead programmer for two augmented reality projects for the Dept. of Defense. **PG: Technical Issues in Tools Development**

Mitch Walker

Mitch is a Program Manager for the XNA Framework. Prior to joining the XNA team last spring, he was a developer evangelist and a member of .NET API review team. **PG: XNA Game Studio Express**

Jack Wall

Jack has built a track record and an international reputation as an A-list composer and music producer in the interactive entertainment sector. Along with partner Tommy Tallarico, Jack is the co-creator of "Video Games Live". Jack is also the vice-president and co-founder of The Game Audio Network Guild (G.A.N.G.). **AU: How To Score Your Video Game With An Orchestra**

Margaret Wallace

Co-founder and CEO of Skunk Studios, Margaret has been on the forefront of interactive entertainment. Whether as creator, designer, producer, or innovator, she has long evangelized the promise that online software distribution holds for both new and more traditional players in the ever-evolving games publishing space. Some of Skunk Studios most recent titles include Spelvin, QBZV, Word Up, and Gutterball 3D. **GD: (109) Casual Games Summit 101**

Dave Walls

GD: (209) Casual Games Summit 201

Robert Walsh

Robert is the CEO and founder of Krome Studios that recently launched of their original IP, Ty The Tasmanian Tiger, which was co-published with EA. He has successfully negotiated contracts with many leading major publishers including THQ, Vivendi Universal and Ubisoft. Robert is a board member of the Game Developers Association of Australia and is on the advisory board for the Australian GDC. **BM: (202) Dealmaking for Developers 2007: Challenges for Growing an Independent Studio**

Lawrence G. Walters

Lawrence focuses on censorship and free speech issues. Lawrence has earned a national reputation for representing the interests of new media companies, particularly those involved with controversial issues such as erotica, violence, drugs, gambling, and similar themes. Larry has practiced for over 18 years, and his cases are often followed by the national media. He regularly appears as a commentator on television news networks such as CNBC, MS. **IGDA: Censorship of Videogame Content: Time to Fight Back**

Chris Walton

Chris is a former academic researcher from the prestigious School of Informatics at University of Edinburgh, now turned game designer and game theory researcher. **GD: A Working Notation for Game Design**

Gordon Walton

Gordon has been building computer games for 30 years. He is currently co-studio director at BioWare Austin working on a MMO. Previously he was VP/exec producer at Sony Online Entertainment, Maxis, Origin, and Kesmai Corporation. He also led development at Konami of America and Three-Sixty Pacific, and his own studios. **BM: MMOs, Past, Present and Future; PG: (205) Large-scale Engineering for Online and Offline Games**

Liang Wan

Liang is a Ph.D. candidate in computer science at the Chinese University of Hong Kong. She received the B.Eng. and M.Eng. degrees in computer science and engineering from Northwestern Polytechnical University, China, in 2000 and 2003 respectively. Her research interests include computer graphics, precomputed lighting, image-based rendering, and image processing. **PG: Sphere Maps With the Near-equal Solid-angle Property**

David Warhol

David is founder and president of Realtime Associates, Inc. Founded in 1988, Realtime Associates has released over 85 consumer products, specializing in ESRB EC, E, E10+, and T-rated software. In addition to its consumer work, Realtime has recently turned its attention towards serious games, developing HopeLab's breakthrough project RE-MISSION, two full-scale projects with the Institute of Creative Technologies (ICT), and a series of Games for Health prototypes. **SGS: BG: Cool School: An Inside Look at a Federally Funded Conflict Resolution Game and Interactive Tool for Classrooms**

Duane Webb

As a certified Project Management Professional (PMP) with over 14 years experience leading software development teams and managing projects, Duane is leading the growth and development of project management expertise at BioWare. Duane has worked on Jade Empire and upcoming titles Mass Effect and Dragon Age, and is helping to lay the groundwork for other exciting future BioWare projects. **PD: Predicting the Future: Effective Project Scheduling Tools and Techniques**

Leighton Webb

Leighton is SVP of Content Strategy and Licensing at I-Play. **Mobile: DD: The Golden Nickel: Moving Beyond 5% Market Share**

Phil Weber

GD: (109) Casual Games Summit 101

Matthew Wegner

GD: (304) Independent Games Summit

Jeff Weinstein

Jeff joined PopCap as one of the first employees back in 2002. He was the programmer on TyperShark, AstroPop and Bookworm Adventures. Jeff is adept at making games intuitive and engaging and doesn't shy away from spending as long as it takes to make a top quality product. In addition to his background in the casual games industry, Jeff has an avid music interest and ran a techno record label for 2 years. **He also has eye-lasers. GD: (109) Casual Games Summit 101**

Matthew Weise

Matthew has a masters' degree in Comparative Media Studies from MIT where he worked for two years in The Education Arcade research group on Colonial Williamsburg: Revolution. Since graduating in 2004, Matt has worked as a producer/lead designer at Blue Heat Games and a consult in the serious games space. **SGS: GD: Colonial Williamsburg: Revolution Postmortem – How Commercial Game Engines Affect Pedagogical Design**

John Welch

John is the president/CEO of PlayFirst. Prior to founding PlayFirst, John spent five years at AtomShockwave as VP of Games and Product, where he helped build Shockwave.com in to one of the Internet's top games. John has served as chairman or a steering committee member of the IGDA Online Games group since its inception. John has also held posts at SEGA and Anderson Consulting. **BM: How Casual Games Will Kill the Console (And Why That's a Good Thing); GD: (109) Casual Games Summit 101; GD: (209) Casual Games Summit 201**

Brad Werth

Brad is an application engineer in the Developer Relations Division at Intel. He focuses on threading games for performance and on creating perceptible differences in multi-core game clients. **PG: Awesome, but Fair: Enhancing Performance on Multi-Core Clients**

Jeffrey Wesevich
Jeffrey is the audio production coordinator for Red Storm Entertainment and is overseeing the sound on several projects. Prior to this, he was the audio lead on the Xbox 360 multiplayer version of Ghost Recon: Advanced Warfighter. Jeff has shipped 18 titles since 1993 and has worked exclusively in audio since 1999. He has also served on the AIAS Sound Design award committee for the past four years. **AU: Exploring Multiplayer Sound Design in Ghost Recon: Advanced Warfighter**

Douglas Whatley
As founder and CEO of BreakAway, Douglas has over 20 years of game development and management experience in the interactive entertainment industry. In the eight years since he founded BreakAway, he has positioned the company as a leader in game development, serious simulation, modeling, and 3-D visualization technology. Douglas was named an Ernst & Young Entrepreneur of the Year, for 2004. **IGDA: (301) IGDA Education SIG Curriculum Workshop; SGS: BG: Serious Games Engine Shootout**

Jong Hyun Wi
Jon is a professor and president of the Game Contents Research Center at Chung-Ang University, Korea, and visiting professor of the Graduate School of Information, University of Tokyo. He is also president of the Contents Management Institute, advisory member of the Korean government and National Assembly, and consultant to many game companies. **BM: Catch a Tiger by the Tail: How Korean Online Games Are Successful in Asian Markets**

Abe Wiley
Abe is the lead artist on AMD's 3D Application Research Group demo team. He leads a group of artists who collaborate with the graphics engineers to create visually stunning real-time demos. Abe has spent his whole professional career as a 3D Artist, having previously worked in both game development and the offline rendering world. Abe received his BFA degree in Computer Graphics from Syracuse University. **VA: Blurring the Lines: Adapting a Hollywood Pipeline for Real-Time Cinematics**

Stephen Wilkinson
Stephen works at Texas Instruments as the CSSD graphics software technical lead. He has been involved with simulation and game development since 1995. He first worked on Simnet for the US Army and from there jumped into PC gaming. After a break from 3D to create over 30 casino games, he worked on core technology for several console games including D&D Heroes, Mission Impossible: Operations Surma, and T3: Redemption. **Mobile: 3D & PG: Mobile 3D Hardware: They're Not Little PCs!**

Chris Williams
As producer at LucasArts, Chris' primary responsibility is to deliver high-quality titles on time and on budget. He manages a team and guides the development effort, also interfacing with other departments regarding the project. After graduating from Cornell University with a B.Arch in Architecture in 1998, he began his career at LucasArts as a 3D modeler and has stayed ever since. **VA: Simulated Characters: The Power of Euphoria in LucasArts' Next-gen Games**

Dave Williams
Dave led the design and development of Listen.com's Rhapsody music service, prior to its sale to RealNetworks in 2003. Following the acquisition, Dave became general manager of Real's music products, including Rhapsody, Real's online radio service and Rollingstone.com. Under his leadership Rhapsody became the leading digital music subscription service. **GD: (109) Casual Games Summit 101**

Dmitri Williams
Dmitri is an assistant professor in the Department of Speech Communication at the University of Illinois at Urbana-Champaign. His research focuses on the social and economic impacts of new media, with a focus on online games. His current work involves VoIP research and developing new metrics of in-game behaviors. He has also served as an expert witness in federal game cases and has testified about games before the US Senate. **IGDA: Game Addiction: Truths, Responsibilities and Consequences**

Nick Williams
Nick is one of the founding members of the IGN GamerMetrics team with extensive experience monitoring, analyzing and reporting on the videogame industry. As the author of the GamerMetrics monthly reports, he reaches thousands of industry professionals each month with insight on current trends and developments and how it affects their business. Nick earned an undergraduate degree in psychology from Villanova University. **BM: 30 Million Gamers Can't Be Wrong**

Tom Williams
Tom joined Climax Racing in 2000 after spending a number of years developing GIS applications. In 2004 he was promoted to Technical Director, overseeing the development of all Climax Racing projects and coordinating the implementation of the next-gen tools platform and engine. **PG: MotoGP'06 for Xbox 360: A Post-Mortem of our Next-Gen Tool Chain**

Tim Willits
Tim brought his game development, design and creative expertise to id Software in 1995 to work on Quake after impressing the owners and development team with Doom levels that he forged in his spare time and distributed free over the Internet. Willits is now co-owner of id Software, lead designer of Doom 3 and executive producer of Quake IV. **GD: Game Design: From Blue Sky to Green Light**

Brian Winn
Brian is an assistant professor in the Department of Telecommunication, Information Studies, and Media, co-director of the Games for Entertainment and Learning (GEL) Lab, and a principal investigator in the Communication Technology Lab at Michigan State University. He designs, creates, and researches interactive media design, including game design, digital game-based learning, and interactive health communication. **SGS: AR: Testing Assumptions: Creative Approaches to Gathering Evidence of Serious Game Impacts**

Matthias Wloka
Matthias is a senior graphics engineer in the Technology Group at Visual Concepts, where he contributes to the 2K Sports series of games for platforms including Xbox 360 and PlayStation 3. His primary responsibility is to enhance a game's look via advanced shading techniques. Prior to Visual Concepts, Matthias was a member of NVIDIA's Technical Developer Relations team, a Chief Technologist at GameFX/THQ, Inc., and a Computer Scientist at Fraunhofer CRCG. **PG: (105) Core Techniques and Algorithms in Shader Programming**

Fred Wolinsky
Wolinsky, Becker & Hurewitz, LLP (WBH), originally founded in 1994, represents an extensive clientele from multiple industries. WBH combines the talent and experience of the three partners Fred Wolinsky, Linda Becker, and Matthew Hurewitz, who together have over 50 years of experience dealing with royalties and performing royalty and participation compliance examinations. **BM: Royalty Audits: Who, What, When, Where, and How**

Tien-Tsin Wong
Tien-Tsin is a professor in the Department of Computer Science & Engineering in the Chinese University of Hong Kong (CUHK and advisor of the department's Computer Game Technology Center. In 1997, he proposed the earliest image-based relighting representation, the apparent BRDF (ABRDF). Recently, Tien-Tsin received the IEEE Transactions on Multimedia Prize Paper Award 2005 and the Young Researcher Award 2004. **PG: Is There Anything Comparable to Spherical Harmonics But Simpler?; PG: Sphere Maps With the Near-equal Solid-angle Property**

Matthias Worch
Matthias is a game designer / technical director at Factor 5 in San Rafael, where he was responsible for setting up the company's next-gen asset creation pipeline. He has been credited with the roles of game/level design, art and programming on several well-known 3D games, including Star Wars: Rebel Strike, Unreal 2 and The Wheel of Time. **VA: More Than Just A Pretty Map – Creating Next-Generation Materials for Lair**

Peter Woytiuk
Peter has been a programmer in the graphics group at BioWare for nearly four years and has been involved in creating graphics engines for RPGs such as Neverwinter Nights and Star Wars: Knights of the Old Republic. **PG: Hair Styling: A Teenager's Dream, An Artist's Nightmare**

David Wu
David is the president and director of technology at Pseudo Interactive. After a relatively uneventful career in engineering, David moved on to the games industry where he has been programming, researching, and consuming conspicuous quantities of caffeine for over 10 years. Some of his recent work includes Full Auto, XNA Crash Demos and Cel Damage. **PG: Physics on Next Gen Platforms**

Don Wurster
GD: (304) Independent Games Summit

Patrick Wylie
GD: (109) Casual Games Summit 101

Keiichi Yano
Keiichi is the co-founder of the independent game development company iNiS. He has worked as a game designer for over seven years, starting with Gitaroo-man (PS2) for which he was also lead programmer. His latest work includes cult import hit Osu! Tatakae! Ouendan and its spiritual US sequel Elite Beat Agents, both on the Nintendo DS. Keiichi majored in Jazz Studies at USC. **GD: From "Ouendan!" to "HELP!": Inside the Elite Beat Agents**

Jeff Yates
Jeff is responsible for product definition and implementation of new product strategies. Jeff brings over 15 years experience managing the development and release of commercial 3D animation and modeling tools for games, video, and film. Prior to joining Havok, Jeff served as engineering director for Discreet, where he guided development of 3ds max and Character Studio for over seven years. Jeff previously spent eight years at Alias | Wavefront and Electronic Arts. **VA: Bridging the Creative Void: Composing Character Performances With the Havok Behavior Tool**

Nick Yee
At Stanford's Virtual Human Interaction Lab, Nick works with Jeremy Bailenson in performing experimental studies exploring issues of social interaction and self-representation in immersive virtual reality. Nick also works with the PARC PlayOn group, helping to analyze server-side and other forms of aggregate data of social behavior in online games. **BM: (104) Know Your Players: An In-Depth Look at Player Behavior and Consumer Demographics**

Howard Yeh

Howard is a lead engineer in the multimedia DSP department at QUALCOMM CDMA Technologies. He helped develop key audio DSP features that have become part of the core voice and multimedia software in QUALCOMM products. Howard has worked on CMX since its inception, giving him extensive experience with MIDI. Currently, his focus is to bring game audio features to reality on mobile handsets. **Mobile: AU: Advanced Audio Through BREW: Tips and Tricks**

Derek Yu

Derek is an illustrator and game designer who developed a number of notable freeware titles, including the popular satirical game I'm OK, before working on Aquaria, one of the finalists in this year's IGF. He's also the editor-and-chief of The Independent Gaming Source, one of the premier sites for independent gaming news. **GD: (304) Independent Games Summit**

Mike Yuen

See GDC Mobile Advisory Board page 25. **Mobile: GD: Flash Panel**

Jonathan Zarge

Jonathan is a member of the 3D Application Research Group at ATI Research and is currently leading the performance tools effort. Jonathan's extensive background ranges from computer vision to graphics research to 3D data visualization. He has an engineering degree from the University of Pennsylvania and a Masters of Engineering degree from Rensselaer Polytechnic Institute. **PG: AMD Graphics Developer Performance Tools**

Harold Zeitz

Harold joined RealNetworks in 2006 and is responsible for overseeing the worldwide casual games business, advertising sales, and corporate marketing for the company. In his role as senior VP of Media and Software services, Harold is also responsible for the development and evolution of the RealPlayer and SuperPass brands, as well as the introduction of new consumer products. **Mobile: DD: Evolution of Casual Games**

Greg Zeschuk

Greg is a joint CEO and co-executive producer at BioWare Corp, and a corporate vice president and director at BioWare/Pandemic Studios. He co-founded BioWare with Ray Muzyka in 1995. Ray and Greg were the co-executive producers on the Neverwinter Nights series and many more. BioWare is also developing next generation engine technology (the BioWare Eclipse Engine) with its Technology Architecture Group. **BM: Taking Control of Your (Studio's) Destiny**

Kai Zheng

Kai has worked as both a writer for videogame magazines in China as well as a developer. He worked as a level designer on The Cerebrus Protocol for Zoetic games while a student at the University of Wuhan's School of International Software Engineering. He has written about game design and development for both trade and mass-market videogame magazines in China. **BM: English Speaking Players as In-Game Content: New Ideas for Marketing to Youth in Asia**

Zhou Zhou

Zhou is a second-year EdD candidate in Instructional Technology & Media at Teachers College, and he is also a member of the EGGPLANT educational videogame research group. Zhou received his B.A. in the English & Science Program, University of Science & Technology of China. He spent one year in the Educational Psychology department at Fordham University. **SGS: LIT: Serious Games: A Preparation for Future Learning Approach**

Eric Zimmerman

Eric has been working in the game industry for more than 12 years. He is the co-founder and CEO of Gamelab. Gamelab creates and self-publishes award-winning singleplayer and multiplayer games that are distributed online, on mobile phones, and through retail, including the hit downloadable game Diner Dash. Eric has taught courses at MIT, New York University, and Parsons School of Design. **GD: (304) Independent Games Summit; GD: The Game Design Challenge: The Needle and Thread Interface; IGDA: Burning Mad: Game Publishers Rant; VISION: The Metagame: A Battle of Videogame Smarts**

Inon Zur

Inon composes and produces award-winning music for film, television, and videogames. With extensive experience composing and conducting/recording live orchestra, Inon's work is featured in numerous AAA game titles including Men of Valor (Vivendi-Universal) and SOCOM II: U.S. Navy Seals (SCEA). In 2005, Inon's main theme from Men of Valor was honored with the Game Audio Network Guild Award for Best Original Instrumental Song. **AU: Creating More Original, Unique Music for Games**

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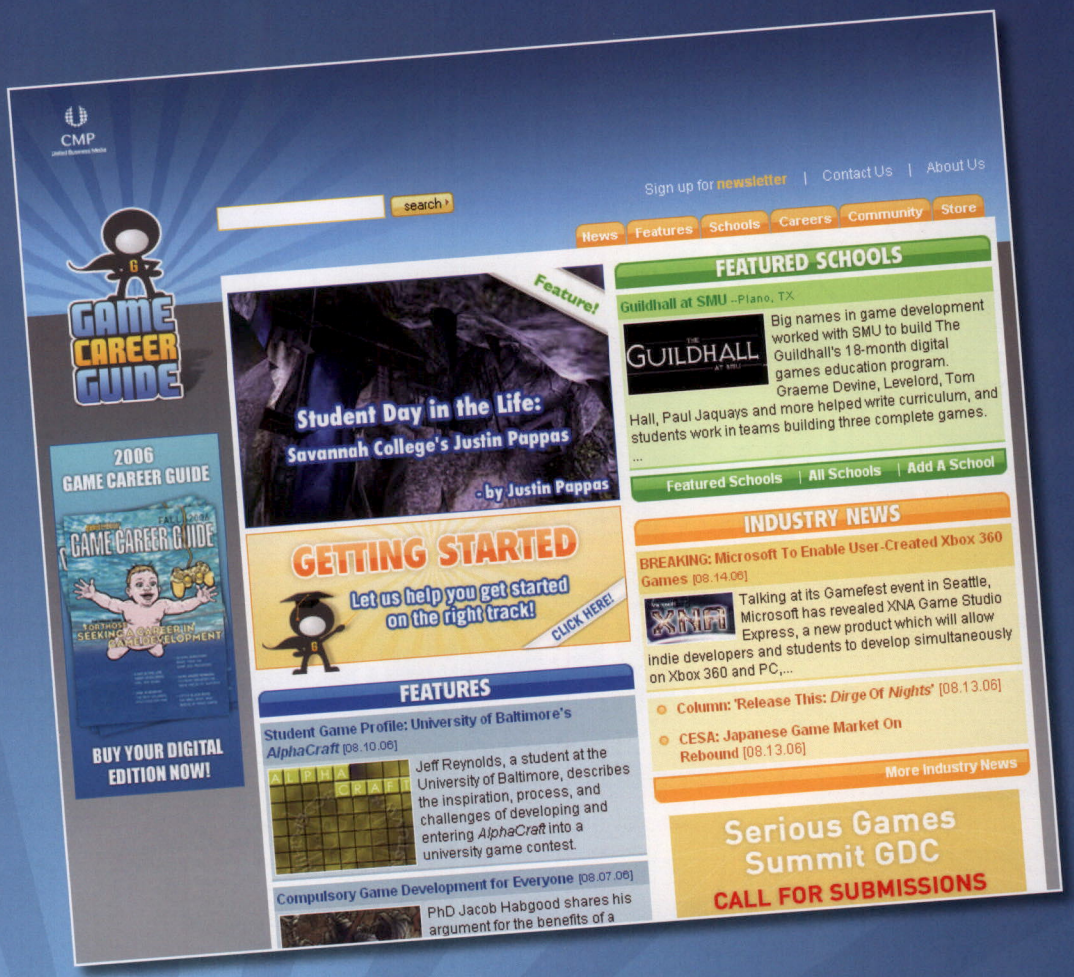
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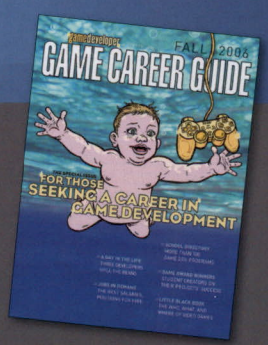

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+7 Systems publishes the +7 Balance Engine, a software tool for online game developers and publishers. The +7 Balance Engine's patent-pending process fulfills the promise of dynamic balance control, allowing game designers to focus on vision, content, and playability, rather than spending time on labor-intensive balance adjustments.

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3Dconnexion has announced the $59/$99 SpaceNavigator and the $299 SpaceExplorer. The entry level SpaceNavigator PE is licensed for non-commercial use and online support only. The $99 SpaceNavigator SE comes with a commercial use license and full support. The SpaceExplorer offers pre-labeled function keys in an ergonomically designed device adding superior functionality.

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3DV Systems has developed a breakthrough imaging technology that captures the three dimensions of objects, enabling users to control games and personal space through intuitive body gestures and to replace video background in real-time.

Z-Sense is 3DV's most recently completed prototype 3D web camera, based on the company's proprietary chipset. It provides very accurate depth information at high speed and high depth resolution, and synchronized quality color video. Z-Sense enables users to control personal space with endless intuitive body gestures and to replace video background, making it ideal for immersive gaming.

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Absolute Quality is a global provider of developer services to game companies. We support developers through every phase with: QA, localization, compatibility, certification testing on all platforms, and multi-lingual technical and customer support. Mobile certification testing, QA and porting services are also available. Learn more at www.absolutequality.com

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CP 1501, West Hall

Headquartered in Santa Monica, California, Activision is a leading worldwide developer, publisher and distributor of video games. Activision's products cover the action, adventure, action sports, racing, role-playing, simulation and strategy game categories. More information about Activision and its products visit www.activision.com.

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Alseek provides innovative technologies to power tomorrow's computer games. The company's flagship product, the Intia chip, is the first dedicated processor for artificial intelligence (AI). By accelerating and optimizing behavioral computations, Intia empowers developers to build entirely new game worlds, populated by intelligent life.

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CP 1412, West Hall

Amaze Entertainment is a Foundation 9 studio, one of the largest independent interactive game developers in the world. Based in the Seattle, WA area, Amaze employs some of the most talented people in the industry and it shows. We produce an amazing variety of premier, high profile games, and we have a great time doing it!

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Anark Gameface is a complete solution for game User Interface development. By combining a powerful 3D authoring platform with an SDK designed to integrate directly into your game engine, Anark Gameface improves your overall development workflow while allowing your artists to build great front-end and in-game UIs. Contact Anark now to begin your Anark Gameface evaluation.

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Animation Magazine reports on all aspects of animation and is the most comprehensive source about technology, film, television, gaming, commercials, events and trends. Our subscribers include animators, producers, directors, executives, broadcasters, distributors, publishers, recruiters, teachers and students.

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ARM designs technology for wireless, networking, consumer entertainment solutions, imaging, automotive, security and storage devices. ARM's comprehensive product offering includes 16/32-bit RISC microprocessors, data engines, 3D processors, digital libraries, embedded memories, peripherals, software and development tools, as well as analog functions and high-speed connectivity products.

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Founded in 1992 and based in Montreal, A2M is the largest independent video game developer in Canada. A2M specializes in the design and development of action-adventure video games for players of all ages, and for all major consoles. A2M's experience developing quality games in collaboration with highly reputable worldwide publishers has made it one of the premier game developers in Canada.

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Ascaron Ent. is a pioneer in the development of pc games in Germany, sold WW, and has been prominent in the charts for more than a decade with titles such as Patrician, Anstoss, Port Royale and Sacred. Ascaron has its HQ in Gütersloh (Germany) maintaining development/test studios in Aachen and Berlin, as well as an international sales dept in the UK. Ascaron announces Sacred 2 for 360 at this GDC

Sacred 2 – Fallen Angel, an action-based rpg adventure for PC and 360, the long awaited sequel to Sacred will be presented at GDC

Featuring 6 diverse characters, extensive skill progression, a range of gameplay styles, and parallel campaigns of heroic duality in both single and multi-player modes, thru' a seamless 3D land Sacred 2 – Fallen Angel brings the fantasy world to life. www.sacred2.c

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Audiokinetic develops audio solutions for the video game industry. By streamlining production, our middleware allows sound designers and audio programmers to create more immersive environments. Wwise, our integrated audio pipeline solution, sets new standards in audio production. This cost efficient middleware increases productivity and simplifies the development process.

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August Mobile is engaged in the design, development, and publishing of 3D mobile games. Company has developed the 3Z-Engine™, a compact and powerful 3D game engine for mobile devices, which provides rapid development and powering of advanced 3D mobile games. Company is focused on developing high quality and innovative 3D BREW games for 3G mobile phones, which are fun, thrilling, and gorgeous 3D.

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Bedlam is a publisher-owned, innovation-driven, flagship game development studio. Its mission is to deliver original AAA titles born of exceptional design, fostered by meticulous planning and realized by a world-class team.

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BGIn is committed to establishing a stable and vibrant Benelux games industry that is globally recognized, with a focus on education, business and community. BGIn advances the interests of the Benelux games industry by providing a key platform in which collaboration and discussion with governments, businesses, educational and financial institutions can occur.

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At Big Huge Games, we have created a fun and focused environment where teams of artists, programmers, and designers work cooperatively to craft the next generation of real-time strategy games.

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Blue Fang Games is an independent game developer dedicated to creating compelling, emotionally engaging games focused on the animal kingdom that set the benchmark for broad-based family entertainment. Blue Fang's Zoo Tycoon franchise, published by Microsoft Game Studios, has established itself as one of the most popular PC gaming franchises and has sold over 6 million units worldwide.

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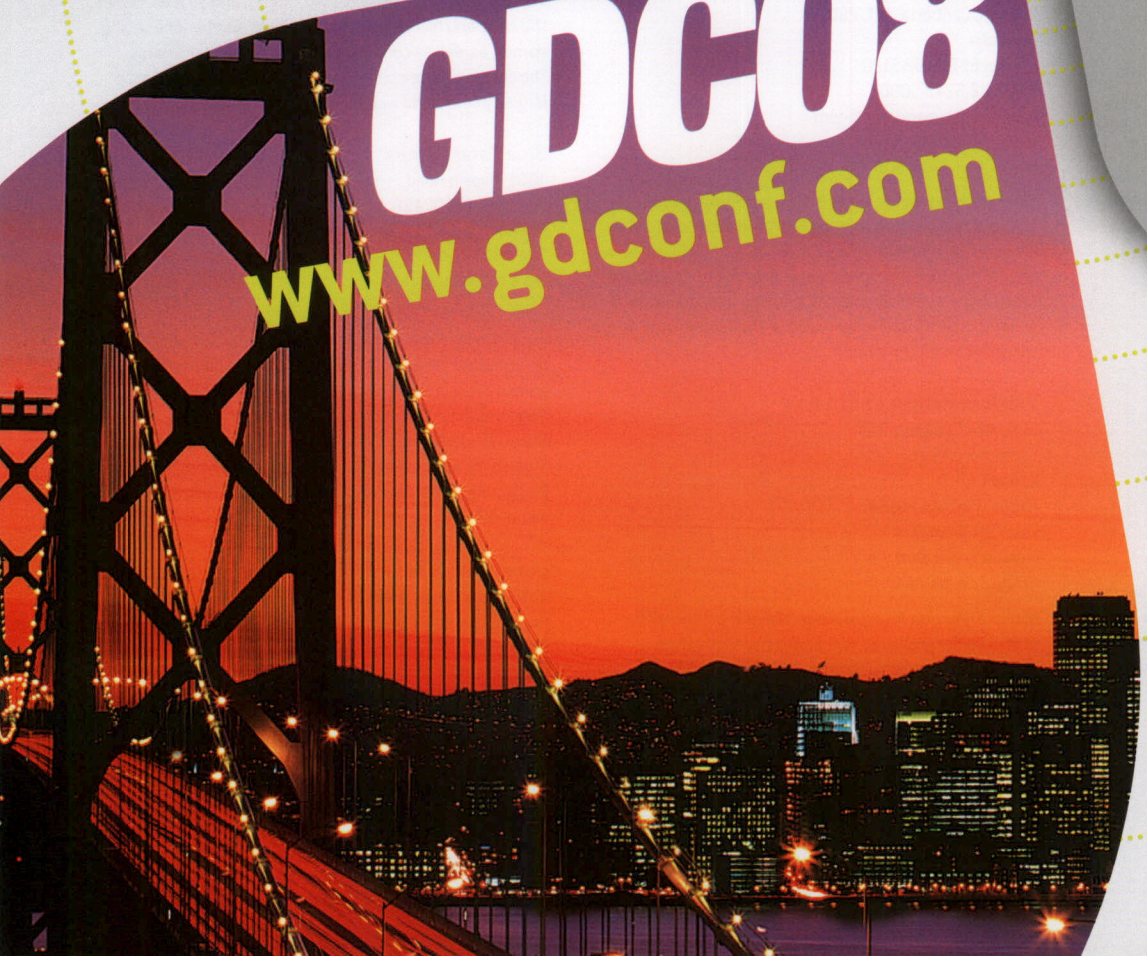

visualization. BreakAway has established itself as an industry leader through projects for customers in the entertainment industry and innovative serious games applications for the military and other federal government clients.

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CCP Games is a privately held company that specializes in the creation, development, and distribution of Massively Multiplayer Online Games. Founded in 1997, CCP is recognized internationally as a pioneer in the single-server persistent universe concept of the MMOG genre. CCP is the developer and publisher of the MMOG EVE Online.

Cerro Coso College Game Design Program
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Computer Graphics World Magazine is the leading trade publication serving the community of professionals in the computer graphics technology market. *CGW* remains focused on its core markets of Gaming, DCC, Simulation, Pre-visualization, CAD, Industrial Design, Motion Design, Visual Effects and Animation. *CGW* is dedicated to telling the world about computer graphics tools and the professionals who use them across the Entertainment, Design, Government/Science and Industrial Design markets.

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Creative is a worldwide leader in digital entertainment products. Famous for its Sound Blaster® sound cards and for launching the multimedia revolution, Creative is now driving advanced audio for gaming on the PC platform with its highly acclaimed Sound Blaster® X-Fi™ sound card series.

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CP 1509, West Hall

Cryptic Studios sets a new standard for MMOG. We strive to give our fans new experiences that knock their socks off. Located in Northern California in Los Gatos, we create the fun, focused and casual atmosphere of a small developer. We actively balance our work with the personal lives of our employees. At Cryptic, everyone's ideas matter.

Cryptic Studios is known as the developer of the renowned MMO titles City of Heroes® and City of Villians™, and bring a history of excellence in MMO design and best-of-breed community support to the development of Marvel Universe Online.

Crystal Dynamics / Eidos Interactive

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CP 1114, West Hall

UK based Eidos Interactive Ltd, part of SCi Entertainment Group Plc, is one of the world's leading developers of entertainment software. Eidos consists of publishing operations across Europe and the US. Crystal Dynamics, based in the Bay Area, is its largest studio, & currently working on the Tomb Raider franchise as well as original IPs. Its last published title was Tomb Raider: Legend (2006).

Crytek

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Crytek is a leading interactive entertainment development company founded by Cevat, Avni and Faruk Yerli in 1999. The main office is located in Frankfurt am Main, Germany. Crytek is dedicated to the creation of high-quality video games for the PC and next generation consoles such as Far Cry and Crysis, and 3D-Game-Technologies such as the award winning CryENGINE 2™ game engine.

Crytek GmbH, developers of the megahit PC game Far Cry, and the award winning Crysis for PC, announce the availability of their new CryENGINE 2 for third party licensing and the availability of the early preview release of their Crysis MOD SDK to selected MOD community members at GDC. Developers interested in receiving further licensing information should send their requests to cryengine@crytek.de.

Cyberware

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A production company that specializes in documentaries, short films, CG animations, and real-time visualizations. We are currently working on documentary called "Gamer: The Chronicles of Evanor," where we take an in-depth look at the phenomenon of on-line gaming. Our presence at GDC is to solicit interviews and provide a sneak peak at the soon to be released trailers. What is Reality? Find Out.

This is the story of a pseudo-intellectual elf equipped with a video camera and a sense of humor, on a quest for the truth about the world of MMOGs—the people who play them, the people who make them, and the increasing blur between the primary and secondary worlds. What is reality? Find out.

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Established in 1991, Datascope Recruitment is widely regarded as the market leader in games industry recruitment. With offices in central London and Chicago, Datascope deals with games developers and publishers world-wide. For the fifth year running Datascope has won the management contract for all the development recruitment needs of Sony Computer Entertainment Europe.

Datascope supplies programmers, artists, animators and designers to the games industry and currently has clients throughout Europe, America, Canada and Australia. With profitability currently at an all time high, Datascope now employs sixteen consultants, all of whom are educated to degree level and have extensive industry experience. In 2005 Datascope was honoured by the Develop Industry Awards.

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Copenhagen, DK-1437
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Phone: +45 33131275
Fax: +45 33131285
mette.godsk@deadlinegames.com
www.deadlinegames.com
CP 1418, West Hall

Deadline Games is widely regarded as the next big development star emerging from the Nordic gaming sector. Founded in 1996 and listed in 2001 Deadline Games offers one of the best working environments in the industry. Still proudly independent, the company continues grow and attract highly educated, innovative, creative thinkers from throughout the world.

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DemonWare provides cross-platform network tools for multiplayer game development. Matchmaking+ is the leading lobby service for top publishers & the State Engine is regarded as the most developer-friendly network engine. DemonWare also provides Xbox LSP integration & is powering Xbox 360 Teams for major AAA titles in 2006. Top publishers using DemonWare include Activision, Ubisoft, Atari, Sega & THQ.

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Since 1931, DeVry University has been known for its high-quality technology programs and for preparing students for careers in technology and business. DeVry has recently extended its program offerings into the healthcare field, while continuing to broaden its current program offerings, including the addition of a BS Degree in Game and Simulation Programming.

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DigiPen Institute of Technology in Redmond, Washington, which has been voted the top school for game development by the *EGM Magazine*, offers some of the most unique programs in Real Time Interactive Simulation, Computer Engineering and Production Animation. DigiPen's graduates possess the knowledge and experience that often exceed their employers' expectations.

DigiPen offers the following degree programs: Bachelor of Fine Arts in Production Animation, Bachelor of Science in Real-Time Interactive Simulation, Bachelor of Science in Computer Engineering, and Master of Science in Computer Science Exploratory Workshops are available to middle and high school students. For details, visit http://workshops.digipen.edu

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info@digitalartistmanagement.com
www.digitalartistmanagement.com
CP 1506, West Hall

Digital Artist Management is a leading recruiting agency, specializing in creative, technical, and executive recruiting for the interactive entertainment software industry. With a network of over 50,000 industry contacts, and a highly knowledgeable and experienced recruiting team, DAM has been representing top talent for over 6 years.

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Buena Vista Games, Inc. (BVG) is the interactive entertainment affiliate of The Walt Disney Company. BVG publishes, markets and distributes a broad portfolio of multi-platform video games and interactive entertainment worldwide. The company also licenses properties and works directly with third-party interactive game publishers to bring products for all ages to market.

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CP 1719, West Hall

dtp entertainment, one of the largest independent games publishers in Germany, releases premium games for all interactive entertainment platforms. dtp entertainment is expanding internationally and is currently setting up an internal development division which will concentrate on implementing own online- and offline-concepts with international appeal.

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ECD Systems Inc., maker of "Digital Armor" for hard media and downloadable games, is a technology leader providing secure content distribution solutions. If you are a game developer, come inquire about new technologies that enable advanced social networking capabilities and increase revenue opportunities for you.

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Fax: 818-222-1232
sales@emergent.net
www.emergent.net
Booth 310, West Hall

Emergent Game Technologies provides comprehensive, modular game development technologies "Emergent Elements"for building, testing and managing games. Emergent's Gamebryo Element, its flagship game engine, has been used to create more than 70 games, with 70 more currently in production. The company counts EA-Mythic, BVG, Bethesda Softworks, Firaxis and BioWare among its many customers.

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The Graduate School of Games and Interactive Media, France (ENJMIN) offers world Class professional and technical training and research opportunities in the high-paced field of games and interactive media. - Entry level programme (Bachelor of Science) - Professional certification and upskilling - On-site business incubation facility for spin-offs, start-ups and hands-on game production.

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Entertainment Consumers Association
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Fax: 203-761-6184
feedback@theeca.com
www.theeca.com
MR-N 6113, North Hall

The Entertainment Consumers Association (ECA) is a 501(c)(4) non-profit membership organization established to serve the needs of those who play computer and video games.

The ECA focuses its advocacy efforts on consumer rights, anti-games legislation, and a host of other public policy concerns as well as providing substantial community, educational, and affinity benefits to its members-from discounts on subscriptions and game rentals and purchases to education, employment assistance, and insider access to industry news and events.

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Established in 1991, Epic Games develops cutting-edge computer and video games such as Gears of War, which shipped November 2006, sold through over 3 million units in its first 10 weeks and won Gamespot's Game of the Year. Epic's Unreal Engine 3 is the time consecutive winner of *Game Developer* magazine's Front Line award for Best Game Engine and is being used by many developers and publishers.

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Plano, TX 75024
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www@ericsson.com
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Delivering compelling and creative game content via IMS Ericsson Research and Innovation Group formed a partnership with the Quebec Gaming Industry to develop an innovation in IMS Enabled Gaming. The purpose of the innovation is to showcase how the video game industry could leverage on the capabilities of IMS to deliver community and communication services within the video game play experience.

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Daejeon
Republic of Korea
Phone: 82-42-860-1045
Fax: 82-42-860-1058
www.etri.re.kr/www_05/e_etri/
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Established in 1976, ETRI is a non-profit government-funded research organization that has been at the forefront of technological excellence for 30 years in Korea. The research institute has successfully developed information technologies such as Digital Content, Digital Home, CDMA, T-DMB, and WiMax. For more information, please contact www.etri.re.kr.

ETRI announces HDX game engines including realtime high quality rendering engine, rigid body simulation, facial animation, and load testing solution for online games - VENUS Blue.

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Ex'pression College for Digital Arts offers Bachelor's degrees in Game Art & Design, Animation & Visual Effects, Digital Graphic Design and Sound Arts. Classes are small and taught by industry professionals. The degree is accelerated and can be earned in about 2 ½ years. Ex'pression has 85,000 sq ft of professional-grade equipment and is open 24/7. See what's Made in Emeryville www.expression.edu

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Firelight Technologies provides the next generation FMOD Ex audio engine and sound designer tool FMOD Designer. FMOD supports an unrivaled 11 platforms including Xbox 360, Wii and Playstation 3, Windows, Linux, Mac, Xbox, PSP and PlayStation 2, FMOD has a broad range of features to provide truly next gen audio support in today's games.

FMOD Ex and FMOD Designer are now released to add even more features and optimizations to the already feature packed FMOD audio engine and sound designer tool. Latest features include software HRTF, virtual 3d reverbs, interactive music improvements, improved PS3 support, 2d/3d sound morphing, and more. FMOD Designer will be on display at our booth, be sure to check it out!

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Fonix Speech, Inc. is a wholly owned subsidiary of Fonix Corp. that currently offers voice technology solutions for mobile/wireless devices; interactive videogames, toys and appliances; computer telephony systems; the assistive market and automotive telematics.

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Foundation 9 Entertainment is a premier developer of interactive entertainment products, from licensed titles to original IPs. The company is the largest independent game developer in the world. Foundation 9 owns studios and brands: The Collective, Backbone Entertainment, Shiny, Amaze, Pipeworks, ImaginEngine and Digital Eclipse. The company holds a stake in Circle of Confusion.

The Collective, a division of Foundation 9 Entertainment, is working on a new original game entitled Harker for next generation consoles. The game, inspired by the classic horror novel, *Dracula*, is set to take the survival horror genre in a new and much more personal direction.

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Frozen North Productions, Inc. is an independent game development studio based out of Toronto, Canada. We are dedicated to producing fun, innovative games that help build and improve skills in a wide variety of areas. It is our belief that playing games should not only be an entertaining experience, but also a personally rewarding one.

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Full Sail Real World Education, an award-winning entertainment media college outside of Orlando, Florida, offers Associate of Science and Bachelor of Science Degrees in seven exciting disciplines. Since 1979, Full Sail has welcomed over 23,000 graduates and currently serves students from all 50 states and 37 countries worldwide.

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Gameshastra is a cutting edge provider of outsourced game development resources. We specialize in providing highly skilled teams for development, art/animation, and quality assurance testing. Our commitment to quality and cost effective services makes us a preferred partner by many of the largest companies in the games industry. For more information, visit www.gameshastra.com

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Fox Interactive Media's IGN Entertainment is the Web's leading destination for video gaming information, digital downloads and multi-player technology. In addition to leading editorial content, GameSpy's middleware technology is used by each of the world's top ten game publishers and Direct2Drive has recently added entertainment content to its leading collection of downloadable video games.

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Geomerics will be demonstrating its revolutionary lighting technology running on next generation consoles in meeting room 6000 (North Hall). The demonstrations include real-time radiosity with dynamic lights and animated characteracters in realistic game environments. Please contact Chris Doran if you would like to arrange a viewing.

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LMI, a subsidiary of Leipziger Messe, is organizing the German Pavilion at GDC for the first time on behalf of the

Federal Ministry of Economics and Technology of Germany and GAME. Leipziger Messe is the organizer of the leading event of the Games Industry in Europe, GC Europe with the concurrent event of GCDC, the European Developer Conference. We look forward to welcoming you at our Pavilion.

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Booth 856, West Hall

GestureTek Inc is the world leader in computer vision gesture-based control for information and entertainment systems with patented Video Gesture Control technology, that has been licensed on multiple platforms by industry leaders such as Microsoft, for its XBOX 360 Gaming Console Live Vision Camera, Sony Computer Entertainment, for its PlayStation2™ EyeToy™, and Hasbro, for its Playskool ION

GoPets Ltd.

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GoPets Ltd. was establisbed in Seoul, Korea in the summer of 2004 to develop online games in the global hub of casual gaming and avatar systems. GoPets is the company's first major project.

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Booth 5611, North Hall

The GSTAR Organizing Committee is a non profit organization established by Korean government in 2005. The GSTAR Organizing Committee offers services to interactive entertainment software developers and publishers including business matching, international trade fair participation, owning GSTAR (Game Show & Trade, All Round), government relations and global interchange program.

GSTAR is the major Korean game show featuring conferences, business meetings, high-profile tournaments and various functions and ceremonies. This year, it is scheduled to be held in November 8-11, 2007, KINTEX, Korea. Supported by the national ministries, it got off an encouraging start two years ago, drawing more than 150 exhibitors from 13 countries and 160,439 attendees from 36 countries.

Havok

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www.havok.com
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Havok is the premier provider of interactive software and services for digital media creators in the games and movie industries. We work in partnership with the world's best game developers – including Sony, Microsoft, EA, Ubisoft and Activision. Havok products have also been used to drive special effects in movies such as *Poseidon*, *The Matrix*, *Troy* and *Charlie and the Chocolate Factory*.

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www.hp.com
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HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, gaming, and imaging and printing. More information about HP is available at http://www.hp.com

Hi-Rez Studios
3905 Brookside Pkwy
Alpharetta, GA 30022
Phone: 678-248-2969
info@hirezstudios.com
www.hirezstudios.com
CP 1601, West Hall

Hi-Rez Studios, Inc was established in 2005 to create exceptional online interactive entertainment. Located outside of Atlanta, Georgia, Hi-Rez is the computer and video game subsidiary of Blue Cedar Holdings, Inc. a world leading technology company with over 10,000 users of its online software applications. Our current project is a massively multiplayer online game using Unreal Engine 3.

High Voltage Software
2345 Pembroke Ave
Hoffman Estates, IL 60169
Phone: 847-490-9567
Fax: 847-490-9951
www.high-voltage.com
CP 1102, West Hall

High Voltage was established in 1993 and employs many of the industry's top producers, artists, designers, programmers and audio engineers in a turnkey, 28,000 square foot studio located just outside of Chicago, Illinois. Complete with facilities to handle motion-capture animation, end-to-end original sound engineering for music, sound effects, and voiceovers, a tools and technology department for bleeding edge software performance, world-class artists for stunning visuals, and of course veretan game designers for guaranteed fun. High Voltage Software (HVS) can take games from concept to design to programming to original audio design and execution to final gold master.

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www.ibeta.com
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iBeta Quality Assurance is one of the country's leading game testing labs, servicing North America, Europe and Asia. iBeta's services include single player and multiplayer game testing, console testing, bandwidth management and optimization, web and application testing, multi-platform compatibility testing, and public beta testing management. All services come with a 100% satisfaction guarantee.

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Icuiti develops, manufactures and sells video eyewear products for the consumer, military, industrial and medical markets. Because of our wide range of experience we are able to provide the most advanced solutions available today to our customers.

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Centennial, CO 80027
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www.idolminds.com
CP 1514, West Hall

Idol Minds is an established developer with sales exceeding 4.5 million units. Located in beautiful Louisville, Colorado, at the base of the Rocky Mountains, we're a haven for bikers, snowboarders and outdoor loving people. With Denver only 20 minutes away, we're close to countless metropolitan activities as well. We offer an extremely generous benefit package and "California friendly" wages.

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Image Metrics is a pioneer in Immersive Digital Entertainment technology. Image Metrics' technology enhances next generation content creation, enabling high-resolution facial performance animation and interactive camera-based games. Clients include some of the world's most successful publishers: Electronic Arts, Sony Computer Entertainment, Rockstar Games & Activision.

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www.insomniacgames.com
CP 1005, West Hall

Insomniac Games, a premier independent console videogame developer, has created blockbuster franchises such as Ratchet & Clank and the top-selling PS3 game, Resistance: Fall of Man. We've also won back-to-back awards for being among the top five Best Small Companies to Work for in America. Visit us at www.insomniacgames.com !

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Intel, the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at www.intel.com/pressroom

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Intel's Visual Computing Group is looking for team members who want to establish the future of computing for high-throughput workloads. Our focus is developing discrete graphics products based on a many-core architecture targeting high-end client platforms, and extend to mobile clients, servers, embedded platforms, and plans for accelerated CPU integration.

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Fax: 559-642-2490
info@ism-agency.com
www.ism-agency.com
Booth 866, West Hall
MR-W 1 & 2, West Hall

Founded in 1996, Interactive Studio Management is the largest business management agency specializing in interactive video game development and represents several of today's leading independent developers and titles. Built on a foundation of direct experience, focus, and integrity, ISM continues to make a powerful and lasting impact on the business of video game development.

International Game Developers Association
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Mt. Royal, NJ 08061
Phone: 856-423-2990
Fax: 856-423-3420
contact@igda.org
www.igda.org
Booth 5000, North Hall Lobby

The International Game Developers Association (IGDA) is a non-profit professional society that is committed to advancing the careers and enhancing the lives of game developers by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community.

International Game Technology
Ontario Media Development Corporation
175 Bloor St. East, South Tower, Suite 501
Toronto, ON M4W 3R8
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CP 1510, West Hall
MR-N 6110, North Hall

Ontario Media Development Corporation (OMDC) is a government agency that facilitates economic development opportunities for Ontario's cultural media industries. OMDC administers the Ontario Interactive Digital Media Tax Credit and provides financial and strategic assistance to Ontario game developers including supporting twelve Ontario-based companies to attend GDC in March 2007.

ITI Techmedia
191 West George Street
Glasgow, G2 2LB
United Kingdom
Phone: +44-141-240-1180
email@ititechmedia.com
www.ititechmedia.com
MR-N 6109, North Hall

ITI Techmedia invests in commercial R&D Programmes that deliver world-class intellectual assets. It is investing almost $11m to create novel technology for game development. Based on this technology, its partner company Metaforic, offers unique tools that work within client tool chains to address the most painful issues in game development: Game Design and Programming Productivity.

ITT Educational Services, Inc.
13000 North Meridian Street
Carmel, IN 46032
Phone: 317-706-9355
Fax: 317-706-3042
www.itt-tech.edu
Booth 5429, North Hall

ITT Educational Services, Inc. ("ESI") is a leading provider of technology-oriented postsecondary degree programs. As of September 2006, ESI operated 87 ITT Technical Institutes in 33 states, which predominantly provided career-focused degree programs of study in fields involving technology to approximately 48,000 students, including Entertainment & Gaming Design and Multimedia.

The Digital Entertainment and Game Design program prepares graduates for career opportunities in the technology associated with the design and development of digital games and multimedia applications. Courses in this program offer a foundation in digital game design through the through the study of gaming technology, game design process, animation, level design and gen ed coursework.

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contact@javaground.com
www.javaground.com
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Javaground is an innovative startup in the mobile video game industry. The company offers a complete Solution that assists the developer from inception of the application to its final deployment. Its development and porting solution focuses on efficiency and quality. It relies on a single Java source code using the JG API that can be automatically ported to any J2ME or BREW device.

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CP 1701, West Hall

K2 Network, an online game community service company, publishes and services highly engaging online games and cultivates dynamic player environments. The company puts "Gamers First" with compelling titles, exciting communities, creative pricing models, quality customer service, and frequent updates based on user requests. Company headquarters are in Irvine, CA. www.k2network.net

K2 Network proudly features four outstanding games and manages a community of over 8 million users. The most anticipated new game for 2007 is the SWORD OF THE NEW WORLD (www.swordofthenewworld.com). With more new titles scheduled, K2 Network is poised to become the leading service provider of the largest, most active online communities in the global online games market.

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Keywords International, a globalization and testing company with headquarters in Dublin, Ireland, helps games publishers and developers to increase their sales and to improve/strengthen their brand worldwide while reducing overall globalization costs and optimizing budgets. Major players such as Microsoft have chosen us as backbone of their Globalization/Localization process.

Khronos Group, Inc.
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www.Khronos.org
Booth 160 & Booth 260, West Hall

The Khronos Group is a 100 member industry consortium creating open standards including OpenGL ES – for authoring and accelerating advanced games on handheld and embedded devices. Khronos new OpenKODE initiative is defining a complete platform definition to increase game portability and performance on a wide range of mobile phones.

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Kynogon develops and markets Kynapse, a unique game A.I. middleware. Kynapse is used by the world's leading game developers (Electronic Arts, Atari, Lionhead Studios, Real Time Worlds, SEGA, Turbine, ...) as well as industry leaders (EADS, British Aerospace, E) Kynapse is available on Xbox 360, Xbox, PLAYSTATION 3, PlayStation 2, PSP, PC (Win & Linux) and GameCube.

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LOGISTEP AG Anti-Piracy Solutions is a Swiss-based company limited offering specialized forensic services in the field of real-time tracing of internet communications in cases pertaining to legal proceedings and criminal investigations. Our focus is on the sourcing and

prosecution (through co-operating law firms) of internet-based Copyright Infringements notably on P-2-P file-sharing networks.

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Logitech designs, manufactures and markets personal peripherals that enable people to effectively work, play, and communicate in the digital world. The company's products combine essential core technologies, continuing innovation, award-winning industrial design and excellent price performance.

LucasArts

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www.lucasarts.com/jobs
CP 1309, West Hall

Founded in 1982, LucasArts is a leading developer of interactive entertainment software for video game console systems and PCs. The company was created to provide a key element in the Lucasfilm vision of a state-of-the-art multifaceted entertainment company. Its mission is to create games that inspire, challenge and engage players. LucasArts, is now located in San Francisco, CA.

Macrovision's Trymedia Games

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Phone: 415-247-5000
Fax: 415-723-7244
gamesales@macrovision.com
www.macrovision.com
Booth 248, West Hall

Macrovision Corporation provides distribution, commerce and consumption solutions for software, entertainment and information content to the home video, PC games, music, cable/satellite, consumer software, enterprise software and information publishing industries. Macrovision operates the Trymedia games network, providing the secure distribution of PC games across the physical and digital world.

ActiveMARK 2007 is the only digital rights management solution that secures game content in a single protected binary for both physical and online distribution. ActiveMARK 2007's easy-to-use packaging tools allow publishers to apply powerful rights management and security criteria, build a consistent brand across all channels, and leverage with-game advertising in trials.

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A leader in professional recruitment for the interactive entertainment arena. We focus on providing superior service to clients and all levels of job candidates. We pull from our intensive knowledge of the game industry to support the hiring interests of our clients. We invite all job-seekers to register and provide plenty of information so that we can make the best possible match.

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Fax: 514-822-6294
insales@matrox.com
www.matrox.com/graphics
Booth 156, West Hall

Matrox Graphics Inc. is the leading manufacturer of graphics solutions for professionals and has been delivering high-quality, innovative 2D/3D, and video graphics accelerators for more than 30 years.

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Booth 914, West Hall

MAXON Computer is the developer of professional 3D modeling, painting, animation and rendering solutions. Its award-winning products have been used extensively in the film, television, science, architecture, engineering and other industries. MAXON products have been used in films such as *The Chronicles of Narnia*, *Open Season*, *Spiderman 3*, *Superman Returns*, *Monster House*, and *The Fantastic Four 2*.

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Fax: 818-255-7199
info@megatrax.com
www.megatrax.com
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ES 5418, North Hall

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. XNA is Microsoft's unified game development platform to help studios and publishers develop better games more effectively on multiple gaming platforms, from Windows Vista to Xbox 360 to mobile devices.

Microsoft Game Studios/Xbox Careers
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We're looking for people who think big and dream big – people like you. Microsoft Game Studios is a leading worldwide publisher & developer of games for the Xbox video game system, Windows and online platforms. Xbox 360 is the most powerful video game and entertainment system, delivering the best games, premier Xbox Live online gaming service and unique digital entertainment experiences.

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Chicago, IL 60618
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www.midway.com
CP 1406, West Hall

Midway is a leading developer, publisher, and marketer of interactive entertainment software. Midway is headquartered in Chicago, with additional facilities in Seattle, WA, San Diego, CA, Los Angeles, CA, Austin, TX, Munich, Germany, Newcastle, UK and London, UK.

Minnetonka Audio Software Inc.
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MobyGames goal is to document all information for every game ever made, on every platform and offer that information free to the public. MobyGames believes games are culturally and historically significant. MobyGames is proud to be able to support the people and organizations that move this art form forward.

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Mova
355 Bryant Street, Suite 110
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CP 1613, West Hall

Mova is a San Francisco-based motion capture facility and is the exclusive provider of the Contour Reality Capture system.

Multiverse
1931 Landings Drive, Building H
Mountain View, CA 94043
bizdev@multiverse.net
www.multiverse.net
Booth 560, West Hall

The Multiverse Network, Inc., is creating a network of Massively Multiplayer Online Games. Its unique technology platform changes the economics of virtual world development by empowering independent game developers to create high-quality MMOGs and non-game virtual worlds for less money and in less time than ever before.

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Booth 124, West Hall

MumboJumbo is a worldwide developer and publisher of premium casual games. MumboJumbo games are downloadable at its website and key game portals, or purchased at leading retailers. MumboJumbo owns and operates three design studios in Dallas and Los Angeles, and publishes and distributes software through its subsidiaries in North America, the United Kingdom and regional distributors worldwide.

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Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations. www.nokia.com

In 2007, Nokia is re-defining the N-Gage experience,

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Namco Networks is a leading publisher and developer of wireless games and content that provide instant fun on the go. Namco Networks uses cutting-edge technology to bring classics like Pac-Man and Galaga and new favorites like Time Crisis to the wireless platform. Get more information at www.namcogames.com.

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NaturalPoint® develops and manufactures the TrackIR™, OptiTrack™ and SmartNAV™ product lines. In the past 8 years, NaturalPoint has sold over 50,000 tracking systems for computers, video games, military simulators, and unique display systems. We will be demonstrating head tracking video game controllers (with 6 Degrees of Freedom), and a motion capture studio that costs less than $5,000.

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Booth 118, West Hall

NaturalMotion Ltd. is the developer of breakthrough 3D animation technology based on Dynamic Motion Synthesis (DMS). Our DMS technology produces the best selling games due to high impact of the realistic animations. Come and see why the leading publishers and developers have chosen our products to enhance their titles.

morpheme is the industry's first graphically-authorable engine for Playstation 3, Xbox 360 and PC. It has been designed from the ground up to give animators unprecedented control over the final look of their animations in-game. morpheme consists of a run-time animation engine (morpheme:runtime) and a - uniquely - powerful 3D authoring toolchain (morpheme:connect).

NeoEdge Networks

215 Castro St
Mountain View, CA 94041
Phone: 650-853-8143
info@neoedgenetworks.com
www.neoedgenetworks.com
Booth 159, West Hall

NeoEdge delivers an innovative channel for delivering games with advertising. Casual game publishers use NeoEdge's games-on- demand service to distribute and monetize their games. Games are offered to consumers on a free unlimited ad supported model with an option to purchase the game. Ads are sourced by NeoEdge and delivered in and around the games without compromising game play.

Neurok Optics LLC

4370 La Jolla Village Drive, Suite 400
San Diego, CA 92122
Phone: 858-646-3015
Fax: 858-646-3016
info@iz3d.com
www.iz3d.com
Booth 5512, North Hall

iZ3D, LLC is a joint venture created to develop products for visualization and advanced information displays to the Game and Entertainment markets. 3D imaging and interest in 3D visualization technologies is rapidly increasing. IZ3D is involved with Meant to be Seen (MTBS), a new independent 3D advocacy and certification group.

New from iZ3D, LLC a 22" W, 3D and 2D monitor available in May, pre ordering is available now. It's an advanced video monitor capable of displaying impressive into-screen and out-of-screen 3D images with passive polarized glasses. It's designed to replace standard monitors with commercial image quality and display brightness.

Neurosky

226 Airport Parkway, #638
San Jose, CA 95110
Phone: 408-368-5593
Fax: 408-850-9704
info@neurosky.com
www.neurosky.com
Booth 5608, North Hall

NeuroSky will change the way you THINK! We've developed a neural interface designed for consumer products. Imagine video games that react to the way you feel and focus. Our approach is to transform costly and complex medical bio-sensor technology into affordable, dry (non-gel), convenient and "wearable" solutions for everyday life.

NeuroSky will change the way you THINK! We've developed a neural interface designed for consumer products. Imagine video games that react to the way you feel and focus. Our approach is to transform costly and complex medical bio-sensor technology into affordable, dry (non-gel), convenient and "wearable" solutions for everyday life.

Nintendo of America Inc.

4820 150th Avenue NE
Redmond, WA 98052
Phone: 425-861-2040
recruiter@noa.nintendo.com
www.nintendo.com
Booth 710, West Hall

As the worldwide leader and innovator in the creation of interactive entertainment, Nintendo manufactures and markets hardware and software for its popular video game systems – Nintendo DS, Wii, Game Boy Advance, and Nintendo GameCube. Nintendo has sold more than 2 billion video games worldwide.

Nintendo of America, Career Pavilion

Redmond, WA 98052
www.nintendo.com/corp/jobs.jsp
CP 1516, West Hall

Nintendo of America serves as headquarters for Nintendo's operations in the Western Hemisphere, marketing hardware and software for its popular home and portable video game systems like Game Boy® Advance SP, DS™, and GameCube™, and the Wii systems extend Nintendo's vast game library and continue the tradition of delivering a rich, diverse mix of quality video games for players of all ages.

Featuring a remarkable wireless controller experience, the Wii invites players into game worlds and activities like never before. Whether they're young or old, expert gamers or beginners, Wii players will express themselves with intuitive motion control using the Wii Remote: swing an onscreen tennis racket or baseball bat or target an enemy simply by pointing at it on the TV screen.

Nordic Game
Minc, Anckargripsgatan 3
Malmö, 21119
Sweden
Phone: 4640367670
info@nordicgameprogram.org
www.nordicgameprogram.org
Booth 5320, North Hall

Nordic Game is a trade network for game developers from Denmark, Norway, Sweden, Finland and Iceland, putting the Nordic region firmly on the games industry map and to strengthen the Nordic companies ability to deliver quality games, technique and artistry to the international market and is involved in a lot of activities and efforts to support game development in the Nordic region.

The Nordic Game Program's mission is to make happen high quality game productions from the Nordic region. The Program launched in 2006 and is engaged in a variety of activities and efforts to support game development in the Nordic region. Nordic Game Program is funded by the Nordic Council of Ministers (www.norden.org).

Noren Products, Inc.
1010 O'Brien Dr.
Menlo Park, CA 94061
Phone: 650-322-9500
Fax: 650-324-1348
sales@norenproducts.com
www.norenproducts.com
Booth 154, West Hall

Noren Products manufactures a noise reduction heat removal cabinet for studio & office components, Pro Tool, servers, computers, raids, towers, etc. Hear your self think at 36 dba while removing up to 2000 watts of heat. They come in black or maple & all cabinets include door to door shipping in the Continental USA. It's not just a box with foam!

Acoustilock noise reduction and heat removal cabinets for pro audio, video, game developers, graphics, office, entertainments centers and any nosiy server or computer. You no longer have to have a machine room. Hear yourself think differently. Now offering free shipping.

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Albuquerque, NM 87193
Phone: 866-298-4420
Fax: 866-298-4420
info@novint.com
www.novint.com
Booth 858, West Hall

Novint makes high-fidelity 3D touch practical for computer gaming. We work with developers to enable and create immersive content that generates new revenue opportunities. Our award-winning Novint Falcon is a first-of-a-kind controller that replaces a mouse or joystick, letting users feel their interactions and control a game more aturally and intuitively.

The Novint Falcon is an award-winning first-of-a-kind 3D touch controller that brings unparalleled high-fidelity input and force feedback to PC gaming. A Limited Edition Bundle that includes Newton's Monkey Business, an original collection of 24 minigames, will begin shipping June 18th. Preorders are currently available for $189 at www.novintfalcon.com

NVIDIA
2701 San Tomas Expressway
Santa Clara, CA 95050
Phone: 408-486-2000
Fax: 408-486-2222
www.nvidia.com
Booth 5134, North Hall

NVIDIA Corporation is the worldwide leader in programmable graphics processor technologies. The Company creates innovative, industry-changing products for computing, consumer electronics, and mobile devices. NVIDIA is headquartered in Santa Clara, CA and has offices throughout Asia, Europe, and the Americas. For more information, visit www.nvidia.com

NVIDIA Career Pavilion
2701 San Tomas Expressway
Santa Clara, CA 95050
hr@nvidia.com
careers.nvidia.com
CP 1201, West Hall

NVIDIA is the world leader in graphics processing technologies, creating innovative, industry-changing products for computing, consumer electronics, and mobile devices. NVIDIA products are transforming visually-rich applications such as video games, film production, broadcasting, industrial design, space exploration, and medical imaging.

Oberon Media
130 West 42nd Street
New York, NY 10036
Phone: 646-367-2020
bizdev@oberon-media.com
www.oberon-media.com
MR-N 6107, North Hall

Oberon Media (http://www.oberon-media.com) is a leading provider of distribution and publishing solutions for casual games worldwide. Oberon's Game Center platform helps some of the world's pre-eminent companies to enter the casual games market or enhance their current solutions. Oberon Media solutions have been deployed worldwide in over a dozen languages.

OC3 Entertainment, Inc.
Morrisville, NC 27709
Phone: 919-767-0626
info@oc3ent.com
www.oc3ent.com
Booth 950, West Hall

OC3 Entertainment is the leading provider of facial animation technology in the gaming industry. The company develops the FaceFX and FaceFX Live products, which accurately simulate human interaction in 3D environments by converting pre-recorded or live audio into realistic facial movement.

Oelli
Providencia 930, Col. del Valle
Mexico, 03100
Phone: 5255-1107-8214
Fax: 5255-1107-8217
jlizarraga@oelli.com
www.oelli.com
Booth 865, West Hall

Oelli is the organizer of the Electronic Game Show, the main trade and consumer event for the videogame industry in Latin America. Attending to GDC, Oelli is participating along with 3 Mexican videogame developers as well as the Mexican Chapter for the IGDA. Our goal is to promote Mexico as a new born industry for developers, studios and companies interested in our services and markets.

As part of an official delegation formed by different Institutions and Companies, Mexico is attending to its first GDC to promote our new born industry as an option for worldwide companies to consider Mexico for doing business. Developers, Service Providers and a Government Institution will be attending to this important event to establish contacts and schedule meetings.

Organic Motion
336 West 37th Street, Studio 530
New York, NY 10018
Phone: 212-776-6100
info@markerless.com
www.organicmotion.com
Booth 5603, North Hall

Organic Motion, Inc. is the creator of an advanced character capture system that dramatically improves on the existing motion capture process. Production ready data is obtained visually without the use of markers or cumbersome suits, significantly reducing development time and equipment costs—allowing any studio to create high caliber games.

Organic Motion's technology enables advanced character animation through rapid, inexpensive real-time marker-less motion capture. The resulting production ready data provides accurate representation of human movement that can be processed for in-game needs. The innovative system greatly reduces equipment costs and production expenses, allowing any studio to create high caliber games.

Peer 1 Network
1600-555 West Hastings Street
Vancouver, BC V6B 4N5
Canada
Phone: 866-683-7747
Fax: 604-683-4634
sales@peer1.com
www.peer1.com
Booth 157, West Hall

PEER 1 delivers hardcore gaming performance online with North America's fastest network. We provide everything you need to offer a superior gaming experience to your customers over the net - fast, low latency bandwidth, dedicated hosting, server co-location, and self-managed servers. Visit our "Latency Kills" booth display 157 for info, prizes and more!

Deliver greater gaming satisfaction and get more sales through improved site performance with PEER 1's Content Delivery Network (CDN), powered by our unique RapidEdge technology. The CDN lets you accelerate game downloads, applications and distribute media and software faster with zero capital cost to you. We can have you up and running on the CDN within minutes.

Perforce Software

2320 Blanding Ave
Alameda, CA 94501
Phone: 510-864-7400
Fax: 510-864-5340
sales@perforce.com
www.perforce.com
Booth 632, West Hall

Perforce, the Fast Software Configuration Management (SCM) System, tracks and manages the creation of source code and digital assets. Perforce brings greater accuracy, control, and productivity to the game development process as well as significantly reducing administrative overhead. With Perforce, development teams can manage multiple versions of games.

Perpetual Entertainment

149 New Montgomery Street, Suite 500
San Francisco, CA 94105
Phone: 415-321-6900
Fax: 415-321-6901
resumes@perpetual.com
www.perpetual.com
CP 1103, West Hall

PPerpetual Entertainment is a San Francisco-based computer game studio formed by industry veterans to create compelling massively multiplayer experiences. We are seeking highly talented and experienced designers, producers, engineers, and artists that are looking to build the next generation of MMOs. Please come see us at booth CP #1103 or visit our website at www.perpetual.com.

Petroglyph

2450 Box Canyon Drive
Las Vegas, NV 89128
Phone: 702-228-4040
Fax: 702-228-3939
www.petroglyphgames.com
CP 1014, West Hall

At Petroglyph, we are dedicated to making top quality games that are extremely fun and innovative, and we are always looking for new team members who share our passion for games. Our expertise ranges from the PC to the next-generation game consoles - from fast paced Real-Time Strategy and Simulation, to compelling Action and Adventure games.

Philips amBX

Cross Oak Lane, Redhill
Surrey, RH1 5HA
United Kingdom
Phone: 0-1293-815390
www.ambx.com
Booth 338, West Hall
MR-W 4, West Hall

amBX brings the gaming experience out from the screen and into the room. This creative tool enables game developers to script ambient experiences into their games. Gamers then feel these effects through amBX peripherals which join in with the action delivering lighting, airflow and vibrations in sync with scripted games.

Plimus

3830 Valley Center Dr., Suite 705-294
San Diego, CA 92130
Phone: 1-858-350-7473
Fax: 858-777-5553
sales@plimus.com
www.plimus.com
Booth 5103, North Hall

Plimus, Inc., a global e-commerce solutions provider, builds and manages online businesses for thousands of independent game developers and software publishers. Plimus helps our clients maximize online revenues and reduce the costs and risks of running an e-commerce operation. 2006 Software Vendor Awards include Most Innovative, Best Customer Service & Support, and Best Overall Value.

The Plimus BuyNow award-winning e-commerce and software registration platform offers payment processing, order management, fraud prevention, export controls, tax management, physical and digital product fulfillment, multi-currency and multi-language support, advanced reporting services, marketing tools, licensing management, an affiliate network, and so much more.

Polygon Magic

D2 Bldg., 2-19 Kandasuda-cho, Chiyoda-ku
Tokyo, 101-0041
Japan
Phone: 81-3-5207-6631
Fax: 81-3-5207-6639
info2@pmc.co.jp
www.polygonmagic.com
Booth 155, West Hall

Polygon Magic is a leading developer of video, arcade, online and cellphone games. We've created remarkable titles and have been developing our original engines such as racing and fighting engines. Our skills cover the action, adventure, sports, fighting, racing, role-playing, strategy and card game categories. Please visit our website for details.

Power Up Gaming

770 East Main Street #242
Lehi, UT 84043
Phone: 801-331-5001
info@powerupgaming.com
powerupgaming.com
Booth 165, West Hall

PLAY-TEST-LEARN! Whether you need Stress & Performance, Usability or Marketing, WE CAN HELP!. PowerUp Gaming is professionalizing the Beta process. We are organizing Kids and Gamers who want to contribute to better games. What does this mean to Publishers? We can help you make your games more fun. Use us for Usability information, Focus Groups, and Playability through out your entire process!

Premier Search Inc

7721 Locke Haven
Las Vegas, NV 89123
Phone: 702-222-3633
Fax: 702-897-2215
www.premier-search.net
CP 1001, West Hall

Welcome to Premier Search, we bridge the gap between YOU and your future.We find jobs for people and people for jobs.Our goal is simple: to find YOU the job you've been looking for! Proud member of PEER.

Prime Sense

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Tel-Aviv, 69710
Israel
Phone: 972-3-769-2203
Fax: 972-9-962-8031
contact@primesense.com
www.primesense.com
MR-W 12 and 13, West Hall

Prime Sense technology gives digital devices a three dimensional view of the world. Giving devices the ability to see and understand the world like humans do revolutionizes the way we interact with devices and the place devices take in our lives. Our technological breakthroughs make us the first company to offer affordable 3D machine vision technologies for the consumer market

QUALCOMM Incorporated

5775 Morehouse Drive
San Diego, CA 92121
Phone: 858-587-1121
Fax: 858-658-2100
www.qualcomm.com
Booth 748, West Hall
MR-W 3, West Hall

QUALCOMM Incorporated (www.qualcomm.com), a leader in the wireless gaming industry, is committed to elevating the 3D mobile gaming experience. QUALCOMM technologies provide the most advanced performance and highest quality gaming environment for mobile handsets, offering game publishers and developers a powerful, flexible and efficient platform for creating 3D games.

Quazal
1260 Rue University, Suite 500
Montreal, QC H3B 3B9
Canada
Phone: 514-395-4646-x235
Fax: 514-395-6006
sales@quazal.com
www.quazal.com
ES 5612, North Hall

Quazal develops middleware for online multiplayer games. Developers use Quazal's technologies for in-game networking (Net-Z) and lobby and matchmaking functions (Rendez-Vous and Spark!). Quazal licensed developers and publishers include Eidos, Ubisoft, THQ, Crave, Atari and more. Quazal's products are available across console and PC platforms and are complemented by a solid consulting practice.

Queensland Games
350 S Grand Ave #2360
Los Angeles, CA 90071
Phone: 213-346-0090
Fax: 213-346-0095
CP 1618, West Hall

It is no secret that Queensland is the lifestyle capital of Australia. Queensland's game developers have been discovered by global publishers who are now tapping into our extensive depth of creative local talent. With over 600 people employed across 18 local developers and many more organisations providing related services, Queensland is the epicenter of game development DOWN UNDER.

RAD Game Tools, Inc.
401 Park Place, Suite 103
Kirkland, WA 98033
Phone: 425-893-4300
Fax: 425-609-2463
www.radgametools.com
Booth 626, West Hall

RAD Game Tools will be showing all of their cool middleware: Bink Video with high-def support), Granny 3D (their character animation and 3D toolkit), and the Miles Sound System (with full multichannel and MP3 support). Products are available for all platforms.

RAD Game Tools' Bink Video and Granny and Miles Sound System are shipping for all next-gen consoles. For more information including evaluation SDKs contact mitchs@radgametools.com or 425-893-4300.

RealNetworks, Inc.
2601 Elliott Avenue
Seattle, WA 98121
Phone: 206-674-2700
www.realarcade.com
Booth 218, West Hall

RealNetworks, the leading developer, publisher and distributor of casual games globally. Real develops original content through its game studios, GameHouse, Zylom and Mr.Goodliving and publishes content from numerous affiliated studios throughout the world. Real also distributes content through its own web sites, third party syndication channels, online portals, mobile carriers and retailers.

RealArcade.com, Zylom.com & Gamehouse.com consumer sites offer hundreds of quality casual games with new games weekly. Mr.Goodliving studio develops & publishes quality games for mobile. Atrativa, South America's largest casual games site, rounds out Real's global offerings with a beta service in China for multiplayer games, and led the market with downloadable games supported with in-game ads.

Red 5 Studios
65 Enterprise
Aliso Viejo, CA 92656
Phone: 949-330-6290
Fax: 949-330-6291
info@red5studios.com
www.red5studios.com
CP 5115, West Hall

Red 5 Studios, Inc. is a development studio dedicated to creating top-tier massively mutiplayer online games. Helmed by key leads from the hit game, WORLD OF WARCRAFT®, Red 5 Studios is forging one of the most creative and talented online game teams in the industry.

Relq
2035, Lincoln Highway Suite 1150
Edison, NJ 08817-3351
Phone: 818-956-03-06
Fax: 732-650-9978
info@relq.com
www.relq.com
Booth 5107, North Hall

RelQ is the largest and the most experienced offshore game testing company with 200+ game testers – We are providing high class testing services on all technologies(PC, Xbox, Xbox360, PS2, PS3, PSP, NDS, GC, GBA, Wii, mobile phone, MMO ...)- Our offices are in US, India, UK and France- Our unique QA model is a competitive and flexible onsite/offshore testing service available 24 by 7.

The GameQ T.R.T.G group (Technical Requirement Testing Group) is now ready to provide QA services and pre-submission checks on the recently launched consoles from Sony and Nintendo: PlayStation3 and Wii.

Replay Solutions, Inc.
1600 Seaport Blvd, Suite 310
Redwood City, CA 94063
Phone: 877-400-7444
Fax: 650-240-0403
info@replaysolutions.com
www.replaysolutions.com
Booth 110, West Hall

Instantly Replay Any Bug You Can Find. Seriously. Replay Solutions has created a Deep Recording system called ReplayDIRECTOR. ReplayDIRECTOR records every line of code that you execute and makes certain that it will playback with the same path of execution through your code. Every time. Attach the debugger and step through your code on Replay!

Right Hemisphere
39355 California St. Suite 201
Fremont, CA 94538
Phone: 800-720-9809
Fax: 510-818-1808
rh_sales@righthemisphere.com
www.righthemisphere.com
Booth 762, West Hall

Right Hemisphere enables manufacturers to globally deliver higher quality products more efficiently and at lower cost by leveraging existing digital product data directly from accurate, up-to-date engineering data readily available in current CAD and PDM systems and automating the production of rich 2D and 3D product communications.

Rochester Institute of Technology
23 Lomb Memorial Drive
Rochester, NY 14623-5603
Phone: 585-475-7203
Fax: 585-475-4775
games.rit.edu
Booth 5605, North Hall

RIT's Golisano College of Computing and Information Sciences, one of the most comprehensive computing colleges in the nation, is proud to launch its Game and Design Development BS and MS degree programs. These programs are specifically geared to educate students aspiring to careers in the professional games industry, or a related field such as edutainment, visualization or simulation.

Rolta
Rolta Tower 'A', Rolta Technology Park,
MIDC, Marol, Andheri (E)
Mumbai, 400093
India
Phone: 91-22-28327708
Fax: 91-22-28227069
www.rolta.com
Booth 254, West Hall

Rolta is an ISO 9001:2000, CMMI Level 5 Company based in Mumbai, India with over $150 million in revenues. A public limited company, also listed on LSE with 3000+ employees, Rolta is a market leader in IT / Engineering services. Rolta has a state of the art 'Game Development Centre' focused on providing art production services for next gen consoles / online & Serious games for Defense etc.

At GDC, Rolta will showcase its showreel for next gen art outsourcing services. Additionally Rolta will also showcase the following games/prototypes to highlight its game development capabilities 1. MULTIPLAYER RACING GAME 2. BATTLE COMMANDER (turn based strategy game) 3. MODs (CALL OF DUTY/UNREAL) etc.

S3 Graphics, Inc.

1045 Mission Court
Fremont, CA 94539
Phone: 510-687-4900
Fax: 510-687-4901
info@s3graphic.com
www.s3graphics.com
Booth 830, West Hall

S3 Graphics Co., Ltd., a VIA Technologies, Inc. joint venture company, is a leading supplier in the 3D enabled PC graphics market. S3 Graphics ships low power, high performance, commercial grade 3D graphics sub-systems to top tier notebook manufacturers. S3 Graphics has its corporate headquarters in Fremont, California.

Sandio Technology

375 W. Trimble Road
San Jose, CA 95131
Phone: 408-621-1656
Fax: 408-252-2460
www.sandiotech.com
Booth 745, West Hall

Sandio Technology is the owner of 3DEasy 3D Input Technology. Its current mission is to invent, design, develop and market a 6DOF 3D mouse to enhance PC users' and gamers' experiences in 3D applications. Developers can use Sandio's SDK to develop images with 6DOF moves that were previously impossible to execute. 3DEasy is also applicable in other industry like medical, areospace, and what not.

Game 0' is the world's 1st 3D gaming mouse. It offers 6DOF operations on 3D applications like Google Earth, Google SketchUp and most of the 3D games. Users do not have to use the workaround, e.g. on-screen navigation tab, keyboard, 3D menu, to perform 3D operations, i.e. transition along and move about x, y, z axes.

Savannah College of Art & Design

P.O. Box 2072
Savannah, GA 31402
Phone: 800-869-7223
Fax: 800-525-5986
admission@scad.edu
www.scad.edu
Booth 5116, North Hall

Savannah College of Art and Design offers B.A., B.F.A., M.Arch., M.A., M.F.A., M.U.D. degrees. More than 30 areas of study in the visual and performing arts, design, history of art and architecture. Locations in Atlanta and Savannah, Georgia, and Lacoste, France. Online programs offered via SCAD e-Learning. 800.869.7223/www.scad.edu.

SCAD students have the flexibility to further their education through an online delivery method to suit their location, schedule and preference. All courses are developed and taught by SCAD faculty and are offered for academic credit under the authority and accreditation of the college.

Scaleform Corporation

6305 Ivy Lane, Suite 310
Greenbelt, MD 20770
Phone: 301-446-3200
Fax: 301-446-3199
sales@scaleform.com
www.scaleform.com
Booth 131, West Hall

Scaleform, the leading provider of hardware accelerated UI and Flash animation solutions for the game market, will demonstrate the Scaleform GFx Flash engine and Scaleform GFC C++ UI framework. Using Scaleform middleware and Adobe Flash Studio, a growing number of Console and PC game developers are creating next-gen cinematic UI for hit titles such as Crytek/EA's CRYSIS and Bioware's MASS EFFECT.

Seagate

920 Disc Drive
Scotts Valley, CA 95066
Phone: 831-438-6550
Fax: 831-429-6356
www.seagate.com
MR-N 6111, North Hall

Seagate is the worldwide leader in the design, manufacturing and marketing of hard disc drives, providing products for a wide-range of Enterprise, Desktop, Mobile Computing and Consumer Electronics applications. The company is committed to delivering award-winning products, customer support and reliability, to meet the world's growing demand for information storage. Seagate can be found around the

The Seagate® LD25.2 Series drive is the ideal combination of capacity and size for leading-edge game consoles, low-profile DVRs and smallfootprint computing applications. Providing a lower-cost alternative to standard laptop-size storage solutions, the LD25.2 Series drive delivers sweet-spot capacities of 40 GB and 80 GB, whisper-quiet acoustics and low power consumption.

Seapine Software

5412 Courseview Dr., Suite 200
Mason, OH 45040
Phone: 888-683-6456
Fax: 513-754-1660
sales@seapine.com
www.seapine.com
Booth 119, West Hall

Seapine Software is the leading provider of quality-centric application lifecycle management (ALM) solutions for product development and IT organizations. Headquartered in Mason, Ohio, with offices in Europe and Asia-Pacific, Seapine's cross-platform solutions have helped over 8,000 companies reliably and efficiently develop and deliver quality software applications.

Stop by Seapine Software booth #119 to experience the power and versatility of new TestTrack Studio. TestTrack Studio combines test case management and defect tracking for a complete testing solution. From the creation of test cases through the resolution of defects, you can track and manage all the details of your testing effort, allowing you to deliver higher quality products faster.

Secret Level

123 Townsend Street, Suite 300
San Francisco, CA 94107
Phone: 415-701-6400
Fax: 415-974-6504
www.secretlevel.com
CP 1605, West Hall

Secret Level is a San Francisco based videogame developer of original titles, tools, and technologies. Founded in late 1999, Secret Level was acquired by SEGA in 2006. Secret Level focuses on developing for all current generation platforms, including Sony PlayStation®3, Microsoft Xbox 360™, Sony PSP®, and Nintendo DS™.

Serbin Communications/Play!

813 Reddick St.
Santa Barbara, CA 93103
Phone: 800-876-6425
Fax: 805-965-0496
admin@serbin.com
www.playillustration.com
Booth 855, West Hall

Serbin Communications has combined forces with the Game Developers Conference to publish PLAY! ILLUSTRATION FOR TOYS AND INTERACTIVE GAMES. PLAY! This is #1 resource for game companies that need to hire illustrators, 3D artists and storyboarders. Visit our booth to preview our 2007 edition and to qualify for a complimentary copy of PLAY!

Silicon Studio Corporation

1-21-3 Ebisu
Shibuya-ku, Tokyo, 150-0013
Japan
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Fax: 81-3-5488-7433
middleware@siliconstudio.co.jp
www.siliconstudio.co.jp/english/
Booth 109, West Hall

Focused on digital content for the Entertainment industry, Silicon Studio Corporation provides high-quality systems and services in Content System Integration, Digital Content Creation, and Content Rights Management. We offer the state-of-art middleware for the game developers providing the function for the application, basic middleware, and possess abundant knowhows.

Simutronics

349 Main Street
Gaithersburg, MD 20878
Phone: 301-330-0726-x-11
Fax: 301-330-1959
bizdev@play.net
www.heroengine.com
Booth 144, West Hall

See why BioWare and other major studios chose HeroEngine: the complete solution for MMO development. Reduce time to market and improve game quality through the revolutionary HeroEngine workflow- build your AAA title live, online, in the same massively collaborative environment where your end-users will play. We provide the client, the server and the tools; you build, test, and perfect your vision.

SlickEdit
3000 Aerial Center Pky. 120
Morrisville, NC 27560
Phone: 919-473-0070
Fax: 919-473-0080
sales@slickedit.com
www.slickedit.com
Booth 758, West Hall

SlickEdit Inc. provides multilanguage development tools and the most advanced code editors available. For over 15 years, power programmers, from individual contractors to Fortune 500 companies, have chosen SlickEdit as their development tool of choice. Proven on Windows, Linux, UNIX, and Mac OS X platforms, SlickEdit products enable developers to write more code faster and more efficiently.

SN Systems Ltd.
4th Floor, Redcliff Quay, 120 Redcliff Street
Bristol, BS1 6HU
United Kingdom
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sales@snsys.com
www.snsys.com
ES 5901, 5903 & 5905, North Hall

SN Systems is a wholly owned subsidiary of Sony Computer Entertainment Inc. that produces industry standard development tools used by console game programmers worldwide. SN Systems has built a high reputation for understanding and meeting the needs of games developers, delivering quality software such as ProDG, ProView and Tuner while offering unrivalled first-class support.

Arrange a meeting to speak with our experienced software engineers to get advice and tips as well as an update on all the latest features of the tools. If you're interested in SNC then don't miss Andy Thomason's talk 'Under the Compiler's Hood: Supercharge Your PLAYSTATION® Code'. He'll also be available during the expo for further discussion in our private meeting rooms so please join us there.

Softimage
3510, Saint-Laurent Boulevard
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sales@softimage.com
www.softimage.com
Booth 618, West Hall
MR-W 20, 21, 22, West Hall

Softimage delivers innovative 3D character creation and effects solutions to animators and digital artists in the film, broadcast, post-production and games industries. Located in Montréal, Canada, with satellite offices worldwide, Softimage is the company that character animators look to for intuitive 3D tools that allow them to work artistically.

The Softimage product line includes SOFTIMAGE|XSI®, the most advanced 3D animation and character creation software for next generation games & film; SOFTIMAGE|FACE ROBOT™, the first production software for lifelike facial animation; SOFTIMAGE|CAT™, a complete character animation system plug-in; and Alienbrain™, an industry leading production asset management solution for creative teams.

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1505 West University Drive, Suite 103
Tempe, AZ 85281
Phone: 602-889-3074
Fax: 480-907-2800
sales@solidstatenetworks.com
www.solidstatenetworks.com
Booth 766, West Hall

Solid State Networks is the creator of a distributed content distribution platform that is ideal for the digital distribution of computer games and updates. The Solid State solution allows Game Developers to deliver games and updates to large numbers of end users, rapidly and cost effectively, in a seamless and non-intrusive manner, to a wide variety of platforms and game consoles.

Solid State's Branded Client software allows game developers to promote their product brands while radically speeding cost-effective downloads of large digital objects. The light-weight stand-alone executable is downloaded, installed and run automatically on the consumer PC at the start of a content transfer session, and requires virtually no user interaction to achieve fast, reliable downloads.

Sony Computer Entertainment of America
919 East Hillsdale Blvd
Foster City, CA 94404
Phone: 650-655-8000
Fax: 650-655-5511
devrel-scea@playstation.sony.com
www.scedev.net/
Booth 410, West Hall

Sony Computer Entertainment America (SCEA) markets the PlayStation® family of products and develops, publishes, markets, and distributes software for the PS one™ console, the PlayStation®2 computer entertainment system, the PlayStation Portable (PSP®), and the PLAYSTATION®3 for North America. Based in Foster City, California, SCEA is a wholly owned subsidiary of Sony Computer Entertainment.

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919 East Hillsdale Blvd. 2nd Floor
Foster City, CA 94404
Phone: 650-655-8000
www.us.playstation.com/jobs
CP 1402, West Hall

Sony Computer Entertainment America Inc. (SCEA) is responsible for the continued growth of the PlayStation® market in the USA and Canada. SCEA's advanced hardware technology enables the most talented developers to produce vanguard titles, setting new standards in interactive entertainment. Whatever your interests, the PlayStation® entertainment products have something for you.

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Sony DADC is constantly striving to meet the growth of our customers. In an effort to remain the leader in disc technology, Sony DADC is proud to offer SecuRom™. SecuROM™ provides a high level of protection against illegal casual consumer copying and professional piracy. SecuROM™ customers enjoy the benefits of extended shelf life, while maximizing profits through additional product sales.

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8928 Terman Court
San Diego, CA 92121
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Fax: 858-577-3306
www.station.com
CP 1609, West Hall

Sony Online Entertainment LLC (SOE), a recognized worldwide leader in massively multiplayer online games, with hundreds of thousands of subscribers around the globe. SOE creates, develops and provides compelling entertainment for the personal computer, online, game console and wireless markets.

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SpeedTreeRT, 2005 Front Line Award winner for middleware, delivers beautiful, amazingly realistic trees and plants, with wind effects, seamless LOD transitions and a library of hundreds of tree & plant models. Licensed titles include many top PC and next-generation games. Includes a real-time SDK, plug-ins for 3ds max & Maya, and SpeedTreeCAD, a Windows app used to create and edit animated trees.

SpeedTreeRT, 2005 Front Line Award winner for middleware, delivers beautiful, amazingly realistic trees and plants, with wind effects, seamless LOD transitions and a library of hundreds of tree & plant models. Licensed titles include

many top PC and next-generation games. Includes a real-time SDK, plug-ins for 3ds max & Maya, and SpeedTreeCAD, a Windows app used to create and edit animated trees.

Stormfront Studios

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cooljobs@stormfront.com
www.stormfront.com
CP 1706, West Hall

Stormfront Studios has earned a reputation as a top developer of award winning action-adventure games, with over 40 published titles for consoles, including Lord of the Rings:The Two Towers and Eragon. Our client list includes Electronic Arts, Vivendi, Microsoft and Sony. Now we're working on our biggest and most exciting projects ever.

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A singular vision – "The Network Is The Computer" – guides Sun in the development of technologies that power the world's most important markets. Sun's philosophy of sharing innovation and building communities is at the forefront of the next wave of computing: the Participation Age. Sun can be found in more than 100 countries and on the Web at http://sun.com

Sun Microsystems, Inc. will be demonstrating the evolution of their game server technology: Project Darkstar. For more information, visit http://www.projectdarkstar.com

SV Corporation

9/G12 Bay 8, Australian Technology Park
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Australia
Phone: 415-762-1824
Fax: 61-2-6161-1919
sales@spatialvoice.com
www.spatialvoice.com
Booth 5506, North Hall

SVC provides "spatial voice" technology to allow gamers to communicate naturally in virtual environments. Players receive a compelling surround-sound experience taking into account the distance & direction of other players and any intervening sound barriers. The technology suits a wide range of games (FPS, MMOG etc), uses low bandwidth and supports from 500-2000 users per server.

In addition to full spatial voice support (including arbitrarily complex crowded scenes), SVC's A3.2 release allows developers to control tradeoffs between sound quality, bandwidth and CPU utilisation through a choice of codecs – guaranteeing a great user experience even in game environments that are very demanding on resources. Integration can typically be accomplished in a matter of days.

Sylien Entertainment

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info@sylien.com
www.sylien.com
Booth 962, West Hall

Sylien Entertainment Corporation, a Canadian based corporation specialized in delivering high quality interactive computer games to current and future market participants. Sylien has custom built its own distribution service called the Sylien Game Club, where the community can get involved in the development and promotion of Sylien games and services.

Want to relive an online passion from the 80's and 90's? Trade Wars was THE most popular online game on Bulletin Board Systems in those days... a game still being played today by several thousand players in North America alone. Sylien Entertainment is adding stunning graphics, tuning the gameplay for a mouse-driven, modern audience, and adding many cool features too. A 2007 release is expected.

TechExcel

3675 Mt. Diablo Blvd., Suite 200
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Booth 946, West Hall

TechExcel's Application Lifecycle Management solutions enable enterprises to focus on their strategic goals of product design, project planning, development and testing by providing a collaborative and "knowledge-centric" environment. DevSuite helps enterprises dramatically transform their development processes, increasing both the efficiency and overall quality of their end products.

Techland

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Booth 5505, North Hall

TECHLAND (www.techland.pl) is one of the leading producers and distributors of games and multimedia in Poland.The company was created in 1991 and at first focused on software distribution. Since 1997 TECHLAND deals with creating its own products - games, application programs, and educational applications, which were presented at numerous computer exhibitions all over the world.

"Warhound" puts you in the role of a freelance mercenary, whose job is to intervene in some of the most brutal and precipitous armed conflicts around the world. The game runs on the latest implementation of Techland's acclaimed "Chrome Engine" utilizng the most the most up-to-date technologies including DirectX 10 support. "Warhound" will debut in Q4 2007 on PC and Xbox360. http://warhoundgame.com

Technicolor Interactive Services

250 E. Olive Ave.
Burbank, CA 91502
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Booth 242, West Hall

Technicolor Interactive Services, part of the Services division of Thomson, offers comprehensive outsourcing solutions to video game developers and publishers. Setting the standard for creativity, reliability and innovation, Technicolor provides expertise and an end-to-end solution for all of your game outsourcing needs including art, animation, audio and localization.

Testronic Labs

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info@testroniclabs.com
www.testroniclabs.com
Booth 5501, North Hall

Testronic Labs is a leading provider of QA services to the digital media industry. Subsidiaries in the US & Europe perform test services relating to all types of digital content including games, film, music & software distributed via all types of media including DVD, HD-DVD, Blu-ray, CD, Mem Cards & Wireless to all devices including game consoles and PC's, DVD Players and Mobile Devices.

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CP 1311, West Hall

The Art Institutes (www.artinstitutes.edu), a system of 32 educational institutions located throughout North America, is an important source of design, media arts, fashion and culinary arts professionals. The Art Institutes' faculty members are skilled instructors and trained professionals in their fields. They have extensive industry experience and standard academic qualifications.

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aicasfadm@aii.edu
www.aicasf.artinstitutes.edu
Booth 910, West Hall

The Art Institutes with 32 educational institutions located throughout North America, provides an important source of design and media arts professionals through industry specific degree programs; Animation, Game Art

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The Escapist, a Themis Group publication, covers gaming and gamer culture with a progressive editorial style. A weekly publication, its magazine-style updates offer content for a mature audience of gamers, entertainment enthusiasts, industry insiders, and other "NetSet" readers. Each issue of *The Escapist* explores a central theme, addressing head-on the topics relevant to gamers. EscapistMag.com

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Booth 5116, North Hall

The Guildhall at SMU is a unique game development education program offered in Dallas by the Hart eCenter at SMU. Our 21-month certificate and master's degree programs respond to the industry's need for professionals who are immediately productive upon graduation and whose education prepares them to become gaming innovators of the future. For more information visit http://guildhall.smu.edu.

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Publishing a comprehensive list of books from Course Technology PTR and Charles River Media, we cover the extensive needs of game developers through series such as *Gems*, *All in One*, and *AI Game Programming Wisdom*. You'll find coverage of beginning programming and game design, amazing graphics and animation, even advanced coverage of math and physics.

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THQ Inc. (NASDAQ: THQI) is a leading worldwide developer and publisher of interactive entertainment software (video games). The company develops its products for all popular game systems, personal computers and wireless devices. Headquarted in Los Angeles County, California, THQ is a top producer of original licensed and intellectual properties.

THX Ltd.
1600 Los Gamos Drive
San Rafael, CA 94903
Phone: 415-492-3900
www.thx.com
Booth 143, West Hall

Born out of George Lucas' vision to improve the movie-going experience, THX is a driving force in home entertainment, car audio and the cinema. THX is dedicated to developing technologies and certification programs for delivering exceptional audio and video experiences across diverse media formats and products.

THX Ltd. and Neural Audio have teamed to develop new surround sound technologies for the game development commmunity. Neural Surround will enable the creation of true 7.1 soundtracks on platforms that currently only support 5.1 channels. This allows sound designers to push the creative limits of their sound effects, dialogue and musical score, producing more interactive, 360 degree soundtracks.

TimeGate Studios
14140 Southwest Freeway
Sugar Land, TX 77478
Phone: 281-295-4000
Fax: 281-754-4723
bizdev@timegate.com
www.timegate.com
MR-N 6112, North Hall

TimeGate Studios is a world-class game developer headquartered in Sugar Land, TX and boasts a record of tremendous success since its founding in 1998. TimeGate has shipped five award-winning products, including F.E.A.R. Extraction Point, Axis & Allies and the Kohan franchise.

TN Games
2515 152nd Ave. NE
Redmond, WA 98052
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Fax: 425-881-5820
gdc@tngames.com
www.tngames.com
Booth 5307, North Hall

TN Games develops computer hardware and software products that enhance the realism of game playing through touch sensory experience. Our wearable force-production system sends physical impacts directly to players' bodies, transmitted from the virtual environment. TN Games offers a new level of interactive entertainment for the gaming industry.

TN Games' Forcewear Vest intensifies game playing by providing a touch sensory experience from the virtual environment. Players are pounded front and back with hits from rapid gunfire, or experience body slams associated with racecar driving. The Forcewear Vest system is fully customizable to provide a variety of tactile impact.

Total Immersion Software
CP 1511, West Hall

Turbine Inc.
60 Glacier Drive
Westwood, MA 02090
Phone: 781-407-4000
www.turbine.com
CP 1713, West Hall

Turbine Inc, a premier global interactive media company, is a leader in developing, launching, and operating online entertainment. As a creative and technological innovator, Turbine has created some of the most popular and exciting game worlds on the Internet including Asheron's Call®, Dungeons & Dragons Online™: Stormreach™, and new projects like The Lord of the Rings Online™: Shadows of Angmar™.

Ubisoft
28, rue Armand Carrel
Montreuil-sous-Bois, 93108
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www.ubisoftgroup.com
CP 1015, West Hall

Ubisoft is an international creator, publisher and distributor of interactive entertainment products. Founded in 1986, Ubisoft has offices in 23 different countries and sales in over 50 countries. The group has the second largest creative workforce in the industry, with in-house studios in eleven different countries. More information on http://www.ubisoftgroup.com.

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Our company is a computer game development company operating in San Mateo, CA.

UK Trade and Investment
1 Sansome St., Ste 850
San Francisco, CA 94104
Phone: 415-617-1322
Fax: 415-434-2018
www.ukatgdc.info
Booth 5435, North Hall
Es 5911, North Hall

The UK industry will have a strong presence at GDC and UK Trade and Investment, the British Government organisation responsible for pomoting international trade, is setting up a lounge that will serve as a meeting place for UK and US companies. Please stop by for refreshments and to schedule a meeting with one of the innovative UK companies attending GDC this year. Please visit www.ukatgdc.info

University of California
2087 Addison Street, 2nd Floor
Berkeley, CA 94704-1103
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Fax: 510-643-7839
www.ucdiscoverygrant.org
Booth 151, West Hall

University of California, with its ten campuses, is one of the most diverse, productive, and cutting edge contributors to game technology and research. It is a key resource for the game development community in innovative research and with respect to educating professionals in California. We will be at GDC 2007 to build industry bonds and seek synergistic collaborations.

Valve
P.O.Box 1688
Bellevue, WA 98004
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www.valvesoftware.com
Booth 210, West Hall

Valve is an entertainment software and technology company founded in 1996 and based in Bellevue, Washington. Valve's portfolio of entertainment includes HALF-LIFE, COUNTER-STRIKE, DAY OF DEFEAT, and TEAM FORTRESS and accounts for over 18 million retail units sold worldwide, and over 88% of the PC online action market.

Vancouver Film School
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Vancouver, BC V6B 1H2
Canada
Phone: 800-661-4101
Fax: 604-685-5830
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The VFS Game Design Program is a one year program that prepares students to become Game Designers, Level Designers, Assistant Producers, QA Analysts, and Video Game Journalists. The program consists of a diverse cross-training in Storytelling, Cinematics, and Production Methodologies including Project Management, working and communicating in teams, and Game Design tasks. Visit www.vfs.com

Vicious Cycle Software, Inc. Career Pavilion
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Phone: 919-370-3005
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www.viciouscycleinc.com
CP 1016, West Hall

Vicious Cycle Software, Inc., based in Chapel Hill, NC, is a premier developer of interactive entertainment software. Monkey Bar Games™, a subsidiary of Vicious Cycle Software, Inc., is responsible for the creation of family entertainment products on consoles and the PC. Vicious Cycle Software, Inc. is also the developer of the Vicious Engine™, a full-featured middleware solution.

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Vicious Cycle Software, Inc., based in Chapel Hill, NC, is a premier developer of interactive entertainment software. Vicious Cycle Software, Inc. is also the developer of the Vicious Engine™, a comprehensive and fully portable middleware solution for current generation consoles, handhelds, and the PC. For more information, visit the company's web site www.viciousengine.com.

The Vicious Engine is a comprehensive middleware solution that gives developers the power to make exciting, dynamic games without the costly steps of creating an engine and tool set. It includes a competitive graphics engine, a built in collision and physics solution, powerful scripting, in-game debugging, integrated asset management, and cross-platform conversions to 7 simultaneous platforms.

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Viewtier Systems helps software teams reduce the risks of project failures by offering Parabuild. Parabuild is a software build management server that provides Continuous Integration and practically unbreakable nightly and daily builds. Parabuild runs builds remotely, on multiple platforms, in parallel. Parabuild integrates with major version control systems and build automation tools.

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Virtools
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Booth 454, West Hall

Virtools is the most comprehensive development platform for prototyping, development and deployment of offline and online/networked video games. With a versatile behavioral engine and an industry-quality rendering engine, Virtools powers multiple game markets and genres: adventure, shoot'em up, simulation and more.

Virtual Heroes, Inc.
1000 Darrington Dr., Suite 200
Cary, NC 27513
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contact@virtualheroes.com
www.virtualheroes.com
CP 1709, West Hall

Virtual Heroes Inc. (VHI), the "Advanced Learning Technology Company", creates collaborative interactive learning solutions for the Federal Systems and Healthcare markets. Advanced Learning Technologies (ALT) leverage simulation learning and digital games based learning paradigms to accelerate learning, increase proficiency and reduce training costs.

Visual Concepts/Kush Games – 2K Sports
10 Hamilton Landing
Novato, CA 94949
Phone: 415-507-7695
Fax: 415-507-7972
www.2ksports.com
CP 1614, West Hall

The award-winning developers of 2K Sports are known for their innovation, unparalleled realism, and commitment to delivering the best sports simulation gaming experience. 2K Sports is comprised of Visual Concepts, San Rafael and Kush Games, Camarillo, CA. There is no better place to grow a career in games development.

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careers@vgames.com
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CP 1209, West Hall

Vivendi Games (www.vivendigames.com) is a global developer, publisher and distributor of multi-platform interactive entertainment.

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VMCGameLabs is a global leader in games QA and test, technical support and enterprise management services. We support game companies throughout the product life-cycle with scalable project teams of experts that provide technology services to help game companies develop, support and deliver quality games to a worldwide marketplace.

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Wacom Technology is the world's leading pen tablet manufacturer and is best known for its Penabled® brand of patented cordless and battery-free pen technology – used by millions of photographers, designers, artists, and computer users worldwide. Intuos3 allows you to create digital artwork by turning on the full power of Adobe® Photoshop®, and over 100 other leading 2D/3D applications.

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CP 1106, West Hall

Walt Disney Internet Group (WDIG) provides centralized strategic leadership, business execution support and a world-class technology platform for all of the Internet properties of The Walt Disney Company (TWDC). WDIG partners with all divisions of the company to execute their Internet plans and directly operates Disney.com worldwide, FamilyFun.com, Movies.com and Disney Mobile.

Come play a leading role in the growth of the Walt Disney Internet Group (WDIG), the online division of the Walt Disney Company. WDIG consists of many of the Web's most popular sites and services, including Disney.com, ABC.com, ABCNews.com, ESPN.com, FamilyFun.com, and Movies.com. WDIG provides a leading Internet web guide, e-commerce, Internet services, and the Best Content on the web!

Westwood College Online
Booth 5431, North Hall

WildTangent
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www.wildtangent.com
MR-N 6103 & 6106, North Hall

WildTangent is the fastest growing Online Game Network with 7 million unique monthly gamers. Offerings include: 300+ most popular games; WildCoins – an arcade style, per session payment system; virtual game console; and an industry leading In-Game/Around Game advertising solution. WT's studio makes top selling games, including FATE, Polar Bowler, Penguins and BlasterBall franchise.

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The company that brings you Magic: The Gathering® and Dungeons and Dragons®, Wizards of the Coast, Inc., a subsidiary of Hasbro, Inc., is the pacesetter in the trading card game and tabletop roleplaying game categories, and the leading developer and publisher of game-based entertainment products.

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WMS Gaming
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MR-N 6102, 6104 & 6105, North Hall

Xfire is one of the fastest growing gaming communities in the world with over 6 million registered users providing gamers the ultimate tool for in-game messaging, voice chat, friend tracking, peer-to-peer file downloading and game server browsing. Xfire, part of MTVN networks, works closely with Gametrailers, the number one video site for gamers.

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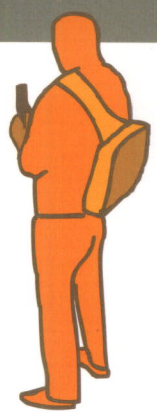
#426

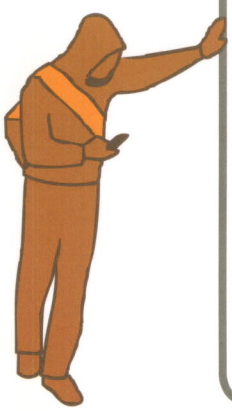
GDC 2007 Sponsored Events



Lunch Speaking Engagement

The next generation of the N-Gage™ platform

Monday, March 5th 2007, 1:00-1:30 pm
Moscone Convention Center North, Room 134



Mobile Sessions

Monday, March 5th 2007
Moscone Convention Center North, Rm. 120

2:00-2:45 pm
Developing next generation mobile content for Nokia platforms

3:00-3:45 pm
Developing a Connected Mobile Game for J2ME™ handsets using SNAP Mobile: An easy step-by-step guide

Tuesday, March 6th 2007
Moscone Convention Center North, Rm. 120

11:45-12:30pm
The new N-Gage™ SDK, development tools, and platform

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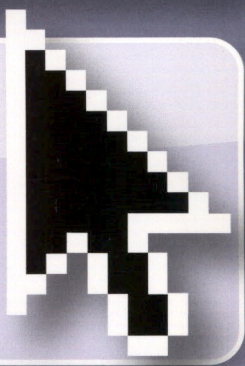
Bink is the best video codec for games! It provides amazing quality, super fast performance, and a great audio codec all in a simple, clean API. It is available for all platforms, including Windows, Xbox 360, Sony PSP and PS3, and Nintendo Wii.

Granny is a powerful toolkit for building all kinds of interactive 3D applications. It features the most efficient and flexible content exporters, data manipulation, normal mapping and run-time dynamic 3D animation system you'll find anywhere.



The **Miles Sound System** is the most sophisticated and robust sound API available. It includes 2D and 3D sound, streaming, multichannel audio (5.1 and up), Internet voice chat, Ogg, ADPCM, and the world's fastest MP3 decoder (patent rights included). It is also available for all platforms, including next-gen consoles.

Pixomatic is a powerful software renderer for PCs. Think of it as a high-end DX7 video card in software form! MMX, 3DNow, and SSE optimized assembly are generated at run-time, so you don't have to let low-end hardware or bad video drivers hurt your game's sales!

RAD GAME TOOLS

WARNING: These products can make you more efficient.

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